June 10
Official Magazine of the American Culinary Federation

The National Culinary Review™

Social Media 12
(Lamb) Variety Show 24
Pears at the Center 32
Cool Down 40

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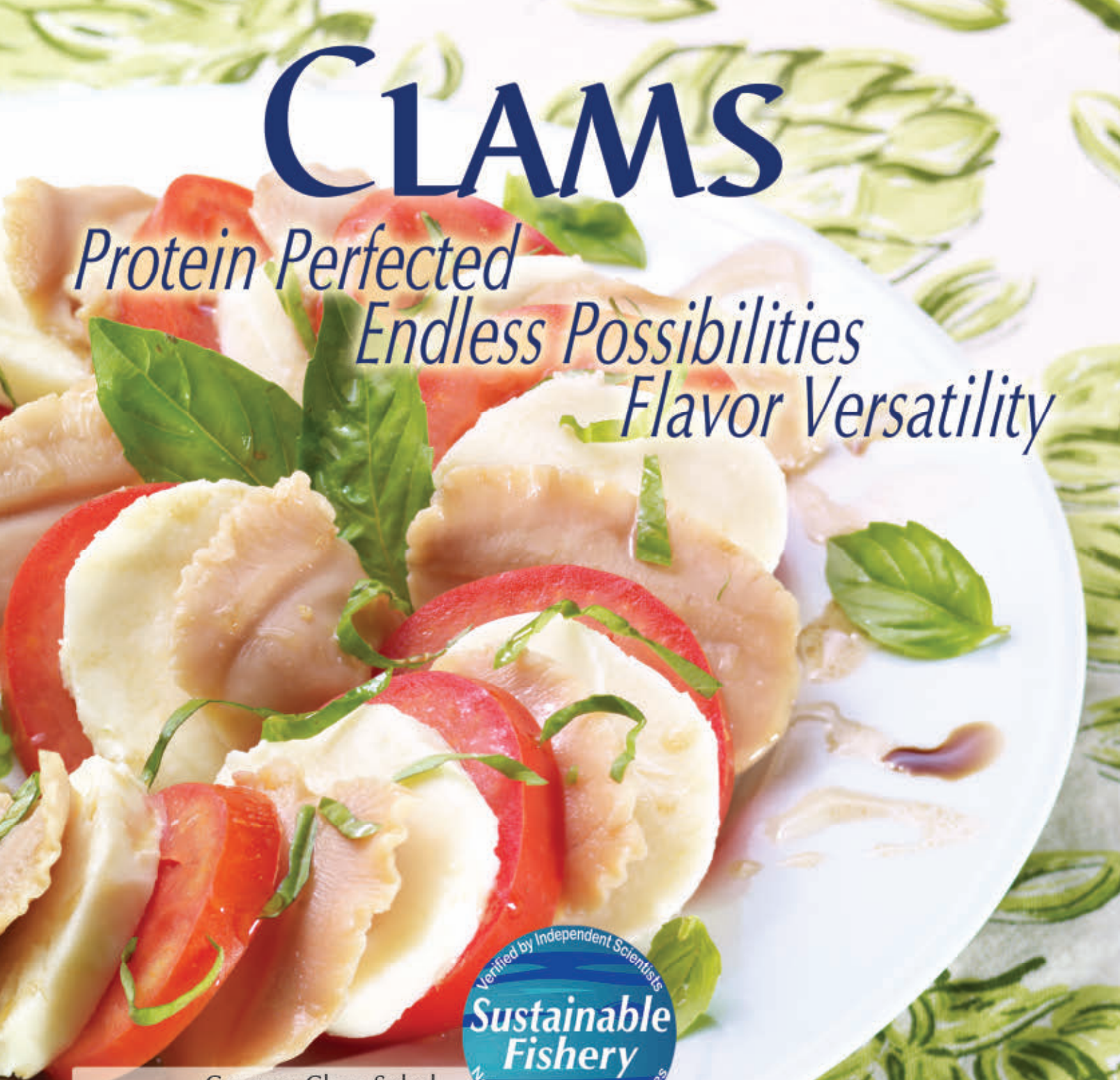

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For this recipe and other great clam recipes go to: SeaWatch.com

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CONTENTS

June 2010, Volume 34, Number 6

Features

12 **Getting Social**
Social-media outlets help restaurants build relationships with customers.

16 **Cook Out**
Instead of farm to table, it's table to farm for some intrepid chefs.

20 **In the Neighborhood**
Greater Pittsburgh is a region of culinary surprises.

On the Cover: Tempura Shrimp Lollipop with Kiwi Fruit Confetti comes from Dante Boccuzzi, executive chef/owner of Dante, Cleveland.
Cover photo: ZESPRI® Kiwifruit

The National Culinary Review™

Flavors

24 **Variety Show**
Out-of-the-ordinary lamb cuts in the hands of creative chefs give diners a treat.

29 **Small Shares**
The small-plate way of dining is common to many cultures, as is the tradition of sharing.

32 **Pears at the Center**
The fruit makes a fine dessert, but some chefs add sweet mystique with pears on the savory side of the menu.

36 **Pushing the Appetizer Envelope**
Just for fun—and profit—chefs create savory "lollipops," foie gras corn dogs, cotton-candy spring rolls and more.

40 **Cool-Down Treat**
Ice cream desserts refresh patrons and heat up dessert menus.

44 **Ringing the Changes with Beef**
The menu of possibilities is vast with this multipurpose protein in the kitchen.

Departments

7 President's Message

8 On the Inside

47 At the Bar

50 A Toast

52 Newsworthy

56 History

57 Certification

58 Education

59 ACF Culinary Team USA

61 2010 Events Series

66 Menu Engineering

67 Marketplace

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By Michael Ty, CEC, AAC

The FOUNDATION *of* Our Future

Over the past 10½ months, I have had the opportunity to visit many secondary and postsecondary institutions and events. During these visits, we have talked about the importance of these fine students and the fact that they are our future. And we discussed how vital it is to maintain our youth membership.

ACF has begun to invest in our students by forming two ad hoc committees: Youth Movement and Student Culinarian. We will also be inviting the Senior Chefs Committee, which has the ability to help us find a solution to maintaining youth membership, to join us as we work on forging a foundation for our future.

As I have traveled over the past 35 years, there has been a common denominator among all the groups and individuals I have met: How do we build on the foundation of our profession by nurturing the men and women who will one day take our places in the kitchen and in leadership roles? Along with that, we all see a need to stress the importance of mentors. I can attest, as I know many of you can, to the importance of mentors in any professional career.

So, how can we encourage each other to get engaged and mentor young culinarians and guide them in their careers? I know that in many of our culinary programs, we have dedicated chefs who teach the basics and help students on their career paths. Some of you have developed and nurtured many fine students who have made you proud. But what does it take to continue this when they leave the educational system?

Recently, I watched the national ProStart competition in Overland Park, Kan. I met with many key individuals with the National Restaurant Association (NRA) Educational Foundation and NRA President Dawn Sweeney. We discussed the importance of developing these young culinarians, and how vital it is for our organizations to work together. This month, I am a guest of SKillsUSA for the second year. Last year, as with the ProStart competition, I saw various skills levels among the state champions. Why is this, and is there anything we can do to help students be more prepared when they enter the competition arena? Mentoring could play a big part.

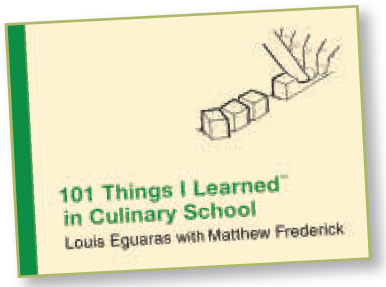
Since the announcement of the Be Like "Mike" contest, I have received several calls and e-mails about this opportunity for a student to shadow me during the national convention and see what it takes to be a leader. I have been encouraged to hear about a number of students who are engaged and interested in learning about the importance of good leadership in their careers. Do they have mentors? There are opportunities for all of us to make a difference.

It's understandable that when we attend chapter events and regional conferences or national convention, we enjoy catching up with friends and colleagues. But what about those we might not know or who are new to our organization? We could all be better stewards of our profession by networking with members we don't know well and making visitors feel welcome. Imagine what this would mean to a student or anyone else who might be unsure of his or her place in the organization.

At the national convention, we will find out some of the meanings of "the power of connection," and at the end of the day, it is my hope that we all have a great time developing relationships. Reach out to all culinarians when you see them in Anaheim, and network with them. Also, our national convention is the perfect opportunity for us to start mentoring our future culinarians. Encourage your students and apprentices to come to Anaheim. Ask your chapter to sponsor at least one of them to attend and be exposed to our organization.

The fact remains that as professionals, leaders and members of this great federation, we all need to be engaged with mentoring our future. Let's all set a goal to walk away from this year's national convention as a mentor to one or two students.

The Lorain County JVS ProStart Management Team, representing Ohio, placed 4th at the 2010 National ProStart Invitational in Overland Park, Kan., April 30-May 2. Left to right: Maurina Driscoll, instructor, Cara Wingard, Amanda Smith, Michael Ty, Sierra Hammel, Megan Whitman and Michele Resek, mentor.



101 Things I Learned™ in Culinary School (Grand Central Publishing, 2010) by Louis Eguaras

NEW READ!

Louis Eguaras, chef-instructor at Le Cordon Bleu College of Culinary Arts in Los Angeles, Pasadena, Calif., offers a glimpse into the everyday reality of being a chef in his debut book, *101 Things I Learned™ in Culinary School* (Grand Central Publishing, 2010). The 200-plus-page book, written for those considering a career in culinary arts, provides lessons in terminology, sanitation, presentation and management, and features illustrated lessons, from how to properly hold a knife to restaurant hospitality and management. For more information on *101 Things I Learned™ in Culinary School* ($15), visit www.hachettebookgroup.com.

IACP ANNOUNCES 2010 AWARDS

The International Association of Culinary Professionals (IACP) honored the world's top gastronomic talents at the 32nd IACP Annual Conference in Portland, Ore., April 22. Ruth Reichl, author and former editor-in-chief of *Gourmet*, and Kim Severson, food writer for *The New York Times*, hosted the celebration. More than 500 entries were submitted, and the following is a sampling of this year's honorees. For complete results, visit www.iacp.com.

Cookbook Award winners

American—*My New Orleans: The Cookbook* (Andrews McMeel Publishing, LLC, 2009) by John Besh

Chefs and Restaurants—*Ad Hoc at Home* (Artisan Books, 2009) by Thomas Keller, HHOF, and Dave Cruz

Children, Youth and Family—*Williams-Sonoma Family Meals* (Oxmoor House, 2009) by Maria Helm Sinskey

Compilations—*Gourmet Today* (Houghton Mifflin Harcourt Publishing, 2009) by Ruth Reichl

Culinary History—*Of Sugar and Snow: A History of Ice Cream Making* (University of California Press, 2010) by Jeri Quinzio

Awards of Excellence winners

Chef or Restaurateur of the Year—Lisa Schroeder, executive chef/owner, Mother's Bistro & Bar and Mama Mia Trattoria, Portland, Ore.

Cooking Teacher of the Year—Hugh Carpenter, director/owner, Camp Napa Culinary, Napa, Calif., and Camp San Miguel, San Miguel de Allende, Mexico

Special Recognition Award winner

Lifetime Achievement Award—André Cointreau, president/CEO, Le Cordon Bleu, Secaucus, N.J.

NRA'S 2010 FACES OF DIVERSITY AWARDS

The National Restaurant Association (NRA) and PepsiCo Foodservice honored individuals who have achieved the American dream in the restaurant industry at the 2010 Faces of Diversity Awards ceremony during NRA's 2010 Public Affairs Conference in Washington, D.C., April 14-16.

American Dream Award recipients

- Joseph and Matilda Novak, Novak's Hungarian Restaurant, Albany, Ore.
- Widjiono "Yono" Purnomo, CEC, Yono's Restaurant, Albany, N.Y.
- Taki Sawi, Santorini Greek Kitchen, Indianapolis

Inspiration Award winner

- Sodexo, Gaithersburg, Md.

For more information about the awards and this year's winners, visit www.restaurant.org/diversity.

Insider

JONATHAN LUNDY

Chef/Owner
Jonathan at Gratz Park
Lexington, Ky.

Why did you and your wife Cara decide to open Jonathan at Gratz Park?

We opened Jonathan at Gratz Park in November 1998. Before that, we both worked for an independent restaurant group in Lexington. Cara was a front-of-house manager at one location, while I was the chef at another. Needless to say, our time together was limited. After we had our first child, we knew that we would have to make some major changes and put our family first. While opening our own restaurant would result in us taking a large amount of risk, we figured at least we could be together and, hopefully, be in a better financial position.

Why did you choose that particular location?

We chose it because it was a totally turnkey location and we had very little start-up capital. The former owners of the hotel where Jonathan's is now located were at the time trying to sell the business, and the restaurant was not in operation. We were able to negotiate a short-term lease, with easy exit terms if we were not successful. After the first year, the owners took the hotel off the market, and we then set up a new, long-term lease.

What can diners expect when they come to the restaurant?

They can expect to find a one-of-a-kind taste of the Bluegrass. We specialize in an upscale Southern cooking style, which blends traditions of central Kentucky with modern world cuisine.

How important are local and seasonal ingredients to your menu?

The menu at Jonathan's changes often. These changes are based on seasonal availability or just based on a whim. A great amount of effort is placed on the relationships between the chefs of Kentucky and our local farmer friends. We work closely with them to let them know what products we are most interested in, as well as stay in close touch to take advantage of their products just as they are ready to harvest. The Kentucky Department of Agriculture and its Kentucky Proud program has been the keystone to the partnership (www.kyagr.com/kyproud).

What's on your mind when you're cooking in the kitchen?

The production of the food is the main focus and is taken very seriously, but I also like to have fun while doing so. I try to set a creative and relaxed environment that makes the "work" part not so bad. There's nothing like the exciting rush created by a really busy night when the kitchen is right

continued on page 10

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Insider continued from page 9

on the mark. That feeling is the absolute best part of my job.

Talk about being nominated for the 2010 James Beard Foundation Best Chef: Southeast award.

The recent semifinalist nomination was quite a surprise and very flattering. I am also excited to be involved with the James Beard Cookin' in the Bluegrass series in September for the World Equestrian Games (www.alltechfeigames.com/content.aspx?id=3776). For the event, I will be working with Michael Schwartz from Michael's Genuine Food and Drink in Miami. We have the honor to be the featured chefs on the opening night.

Why did you decide to devote the time and energy to producing a cookbook?

I spent 18 months dedicating much of my free time to the documentation, organization and publishing of *Jonathan's Bluegrass Table: Redefining Kentucky Cuisine* (Butler Books, 2009). I truly feel that what Jonathan's at Gratz Park had captured in the past 11 years rivals the culinary likes of other Southern regions, such as New Orleans, Charleston, Savannah and Birmingham, and the cookbook is a culmination of our efforts.

What advice do you have for those who are thinking of opening a restaurant?

My advice for any young chef thinking of opening a restaurant is to be aware that the creative cooking aspect is a very small percentage of what it takes to make a good restaurant. You must have a clever financial partner whom you can trust. I am lucky to have my wife as my partner. Also, beware of undercapitalization.

What gives you pleasure on the job every day?

Restaurant work can be stressful and repetitive, so it is important to find joy in your work. Beyond the obvious of creative cooking, I also enjoy teaching and learning new skills with my staff. Also, it is rewarding to be part of my guests' special dates, such as birthdays, anniversaries and weddings.

JAMES BEARD FOUNDATION AWARDS

The James Beard Foundation held its annual awards ceremony at the Lincoln Center for the Performing Arts, New York, May 2-3. Here's a look at some of the award recipients. Find out who is the Best Chef in your region and more by visiting www.jamesbeard.org.

Restaurant and Chef Awards

Best New Restaurant: Marea, New York

Outstanding Chef Award: Tom Colicchio, Craft, New York

Outstanding Pastry Chef Award: Nicole Plue, Redd, Yountville, Calif.

Outstanding Restaurant Award: Daniel, New York

Outstanding Service Award: Alinea, Chicago

Rising Star Chef of the Year Award: Timothy Hollingsworth, The French Laundry, Yountville, Calif.

Book Awards

Cookbook of the Year: *The Country Cooking of Ireland* (Chronicle Books, 2009) by Colman Andrews

American Cooking: *Real Cajun* (Clarkson Potter, 2009) by Donald Link with Paula Disbrowe

Baking and Dessert: *Baking* (Ten Speed Press, 2009) by James Peterson

Cooking from a Professional Point of View: *The Fundamental Techniques of Classic Pastry Arts* (Stewart, Tabori & Chang, 2009) by The French Culinary Institute with Judith Choate

RCA ELECTS NEW LEADERS

The Research Chefs Association (RCA) named the following members to its Board of Directors in April for the 2010-2011 term: President—Janet Carver, culinary group leader, National Starch Food Innovation, Bridgewater, N.J.; Vice President—Terry Van Winkle, vice president, TIC Gums, Inc., San Diego; Treasurer—Marilyn Carlson, principal culinologist, Dogwood Solutions, Maple Valley, Wash.; Secretary—Christian "Kit" Kiefer, CEC, CCE, AAC, director culinary services/corporate executive chef, The Schwan Food Company, Atlanta; Immediate Past President—Harry Crane, executive chef culinary resources and strategy, Kraft Foods, Inc., Glenview, Ill.

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GETTING Social

Social media outlets help restaurants build relationships with customers.

By Kathryn Kjarsgaard

IT is remarkable that just 20 years ago there was no Web and, therefore, no Web sites through which to share information. But today, the options for communicating, offering information and building relationships through various forms of social media enabled by the Internet is astounding. Restaurants are becoming increasingly savvy about using platforms such as Facebook, Twitter, YouTube and Yelp to communicate with customers.

Professional organizations also are jumping on the social-media bandwagon, designing programs to help members sort through the various options. In May, the Washington, D.C.-based National Restaurant Association (NRA) launched the Greener Restaurants program, a Web-based sustainability and social responsibility initiative that is an extension of NRA's Conserve. The program focuses on creating green restaurants and educating members about greener marketing, which includes tips for using social media.

Chris Moyer, Conserve manager, says NRA decided to launch the program in response to demand by operators to learn more about these new platforms. "I talk to a lot of operators who say they should be doing this but don't know how," says Moyer. "You need to have a strategy behind it. You don't have to do it because everyone else is, but our new initiative gives them a game plan. Social media can be extremely effective."

Overall, Moyer says Twitter and Facebook are the social-media tools that work particularly well for restaurants. "People make decisions during the day about what they are going to do later that day," he says. "If you can drop ideas to them, that's good. It's effective because restaurants run a number of specials, and this is a way to get the word out without dropping a huge investment. To put a flyer out takes resources, time and planning, and doesn't always yield results."

Bharet Malhotra, co-owner with Nisha Sidhu of Co Co. Sala in Washington, D.C., agrees. "Social media is a unique way to be at the forefront of people minds," Malhotra says. "People have hundreds of choices. We're peppering them with constant bits of information four to five times a week, asking them to come to happy hour or talking about a special we're having."

Facebook is a social-media tool that works well for restaurants, which can drop ideas about leisure-time activities to fans and mention specials. Panda Express (1,250 units), left, has 270,000 fans on Facebook. Pal's Sudden Service (22 locations), has more than 14,500 Facebook fans.

Thien Ho, senior manager of corporate relations for Rosemead, Calif.-based Panda Restaurant Group, Inc., which operates more than 1,250 Panda Express units in 37 states and Puerto Rico, is also navigating the social-media seas.

"Social media provides Panda with an additional avenue to connect with our guests," says Ho. "We can develop new relationships, have meaningful conversations, collect valuable feedback, share exciting offers and news and much more. It's a great way to introduce Panda to new guests as well as continue to foster our relationship with existing Panda lovers."

WHERE TO START

Facebook and Twitter seem to be the primary way for people going into social media, according to NRA's Moyer. Some also are using YouTube, Yelp, OpenTable and Flickr, he says. "But the drivers are that Twitter account and Facebook fan page. They are using them to drive people back to their Web site. A big key to any social-media outreach is you are pointing them in a direction that's beneficial to you. You want to use it as a recruiter tool to drive people to your menu page."

Moyer adds that if a restaurant has videos, a YouTube channel is great. "Facebook and Twitter are outreach tools. The rest are like backup. You direct people from the first two places and drive them to YouTube. But you also want to drive them back to your site."

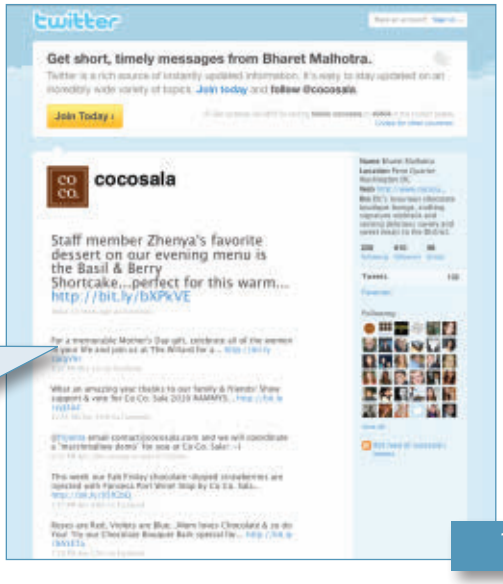
Blogs are also a key avenue for reaching customers, says Moyer. "People want info as quickly and easily as possible. The top ways to gather information today are to read blogs and to watch multimedia. I think multimedia is the future, as everything can be put into video. The new effective way to communicate is saying something on Twitter in less than 140 characters, and then linking to a video to say it and show it in less than a minute."

About six months ago, Co Co. Sala started using Facebook and Twitter. "We're trying to get people to join us on Facebook, LinkedIn, Twitter and foursquare [a virtual game]," says Malhotra. "I spend about 5% to 10% of my time on social media, and it is a major focus for me."

Co Co. Sala currently has nearly 2,000 fans on Facebook and about 800 Twitter followers. The restaurant has had 240 reviews on the online review Web site, Yelp.

Pal's Sudden Service, based in Kingsport, Tenn., with 22 locations in Tennessee and Virginia, is a restaurant chain effectively using social media. Pal's Sudden Service took over its Facebook page from a fan in October 2009, and has been using Twitter for a couple of months. Pal's has more than 14,500 fans on Facebook and about 60 Twitter followers.

"After a guest started a Facebook page on us, and it reached 10,000 fans, we started to take a closer look at social media," says Thom Crosby, CEO. "We wanted direct customer interaction, but realized social media was different from the Web site. It's a community with a lot of personal interaction, but it's a continuing dialogue. It's a great tool for making a personal connection with a



Bharet Malhotra, co-owner of Co Co. Sala, spends up to 10% of his time on social media, which includes keeping in touch with 800 Twitter followers.

Chris Ford, pastry chef at Trummer's on Main, maintains the restaurant's blog (http://butterloveandhardwork.typepad.com/butterlovehardwork/), using his photography skills to reach customers and potential visitors.

larger group and having access to the voice of the customer. You can hear what they really thought of the brand."

Currently, Panda Express uses Facebook, YouTube and Twitter as its main social-media platforms, says Ho. The chain currently has 270,000 fans on Facebook, 900 Twitter followers and 27,000 YouTube views. Ho says the company's entrance into social media was through YouTube in March 2008, followed by launching Facebook and Twitter pages in June 2009.

"We're most active with our Facebook fans and YouTube subscribers," Ho says. "We're continuing to develop our Twitter strategy, and look forward to building our relationship with our followers. We just started to develop our first Panda Express iPhone app, which will be our first step into the mobile market."

For some, social media has become an intricate part of their job, and life in general. Chris Ford, pastry chef at Trummer's on Main in Clifton, Va., near Washington, D.C., maintains a blog (http://butterloveandhardwork.typepad.com/butterlovehardwork/) for the restaurant and also weaves his work into his personal Facebook and Twitter accounts. He is a photographer, and posts photos with each blog entry.

"It has become a part of my job, and I consider it work," Ford says. "I work 70 hours a week, and I love my job, and this is just another avenue and part of the job. I love reading blogs and doing anything creative. For about a year, I wanted to start a blog and was shy about it. Then, when I thought about the photography aspect, I realized it speaks to what I want to say."

WHAT TO SAY

Moyer notes it is important to consider the voice used in social media. "If you have a social-media account and it is a restaurant account, the voice needs to be the voice of the restaurant. Sometimes it does have to be the chef, but every place will have a person with a better skill set for handling the social media. Just make sure you're being consistent and following the playbook of the establishment."

In addition, as with Yelp and other review sites, Moyer says a restaurant does not control the content, but rather is just monitoring those outlets. "These are great tools for getting feedback and seeing what people are saying about you as an establishment to help you rectify situations. You do need to monitor and respond."

Moyer also suggests that when using social media such as Twitter, always talk about yourself only, and be positive. "Don't use portals to talk negatively about anything. It's a turnoff for the consumer. Also, utilizing the poll and survey functions to gather information is great."

Pal's Sudden Service recently used Facebook for a new product launch. "We decided to launch our new raspberry iced tea solely through social media," says Crosby. "The day of the launch, we just posted on Facebook that we have a new iced tea. Within two hours, we sold 146 teas. We'd had a sweet tea and a peach tea for three years, and thought with the push from social media, we may sell the same amount of raspberry tea as the others in six months. Now, after two months, we're selling two raspberry teas for each peach tea."

Following the success of the iced tea launch, Pal's is planning to launch a new sandwich via social media through Facebook and Twitter. Crosby says it is a bigger sales item, so it will be a bigger launch, followed by traditional advertising after the social media. Crosby adds that Pal's does not give away products on Facebook, just informs people about news and products.

Alerting followers about closings is another practical application for social media. Co Co. Sala used Facebook and Twitter to communicate its hours of operation when last winter's major snowstorms hit the Washington, D.C., area. Malhotra also uses the tools to let followers know when the restaurant is closed because of a private event.

While photography is a major component of Ford's blog for Trummer's on Main, the blog also covers everything at the restaurant from front of the house to new entrées. Ford started the blog in February. "The blog mainly includes my views on the restaurant, although I would promote a big special," he says. "But I didn't want to use it as that, as I assume a lot of people who read it don't actually live here. The blog is more of a billboard for people who don't live here, and when they visit D.C., they will remember reading about it and will come in."

Ho at Panda Express says the chain shares a variety of information with fans and friends, including exclusive offers, new-product news, store grand openings, charitable efforts, TV ads, artwork and other engaging content. "Our experience with managing social media as a chain seems much more orchestrated versus individual operations," he says. "This is most evident when we are organizing exclusive offers or sharing new-product news. We must take into account that all of the locations are participating in the offer, selling the product, etc. An individual operation can act with more spontaneity, as it doesn't have to consider other locations, which may be testing another offer or product."

Ford says finding new creative outlets is what he loves about working in the food industry. "It's always evolving. Now, food blogs are a new trend. I think it's probably the way of the future. There are always new avenues for chefs to go down, whether it's books or TV shows or their own Web sites. I think we'll see a lot more of it."

THE POWER OF THE NEGATIVE COMMENT

Chris Moyer, manager for the National Restaurant Association's Conserve program, says with the NRA's Greener Restaurants Program, it is trying to teach the power of the negative comment. "Reaching out and responding to the situation is powerful. In today's world, a customer can let the world know if they have a bad experience. If you're going to address things on portals like Yelp, you need to address all of them. McDonald's has someone whose job is just addressing those comments, while a smaller operation may not have someone, but it's important."

Negative comments have been minimal for Kingsport, Tenn.-based Pal's Sudden Service, says Thom Crosby, the chain's CEO, who handles all customer feedback directly. "We think it's because we listen, and that part of our culture is we want to celebrate. We view a negative comment as somebody who cares enough about us as a company to let us know we are screwing up and doing something wrong. We listen and take it seriously and try to reach out and have direct communication. I ask them to share their experience with me and help me understand and see how we can help. And, I say thank you to them."

Bharet Malhotra, co-owner of Co Co. Sala in Washington, D.C., also views feedback as an opportunity to get a second chance. "Someone made a comment online that said they could have gotten more-friendly service from the hostess. I reached out to him, had dinner with him and bought his dinner. He works at Microsoft, and he ended up booking a private event here after his return visit."

Malhotra also monitors online review Web site Yelp for comments on Co Co. Sala. "We've had 240 reviews on Yelp," he says. "I've reached out to 215 of them. I thank the five stars [the site uses 1-5 stars to review restaurants, with 5 stars being the most positive] and tell them to let me know when they come in next. If it's a one star, I e-mail to say I would like them to give us another chance. Everybody is shocked and surprised that an owner took the time and tried to make the wrong right. Yelp is getting more and more powerful, and I think the integrity of Yelp is growing."

Thien Ho, senior manager of corporate relations for Rosemead, Calif.-based Panda Restaurant Group, Inc., which operates Panda Express restaurants, says its response is dictated by the nature of the negative comment. "Some comments don't require a response, so they're left alone. However, if a guest's experience was negative and they use one of our social-media platforms as an outlet to share their experience, we like to address it as quickly as possible. We want to resolve the issue and learn how we can improve and prevent similar bad experiences from happening."

Moyer agrees that technology and social media are continually evolving. "I think there's a bubble with everything. I think social media is here to stay, but I don't think in time it will be as hot a topic. It will become mainstream," he says. "The era of wanting to know everything about everything will end. Twitter will be around for a while, and will remain key in making dining decisions, but who knows what the next thing will be? Something else will come along. It's just the way our culture is."

Kathryn Kjarsgaard is a freelance food writer based in Forest Park, Ill.

Cook OUT

Instead of farm to table, it's table to farm for some intrepid chefs.

By Laura Taxel

Diners enjoy Scott Pampuch's salad course while the sun sets at Cedar Summit Farm, New Prague, Minn.

Kris Hase, Yours 4 Food

Melon salad with Muddy Fork greens, crispy pork and peppers is served at a Plated Landscapes Heirloom Dinner at Muddy Fork Farm, Wooster, Ohio.

WHEN guests attend one of Ben Bebenroth's Plated Landscapes dinners, they get the full fine-dining experience complete with attentive course-by-course service; sparkling glassware, polished silver, white linens and flowers on the table; and sophisticated dishes paired with just the right wines. The evenings also come with birdsong, moon glow, balmy breezes—if Mother Nature cooperates—and the occasional hen wandering by.

Bebenroth, who owns Spice of Life Catering Co. in Cleveland, represents a small but increasing cadre of chefs around the country who are kicking the farm-to-table movement up a notch. Instead of just sourcing and cooking with fresh, seasonal, local ingredients, they're setting up kitchens and tables in the field and on the farm. By serving meals where animals are raised, produce is grown and artisan products made, they hope to enlighten eaters and forge deeper connections between people, the land and those who do the hard work of coaxing edibles into being. *Food & Wine* cited the practice as a top trend for 2010, and chefs report it's a great way to build support for their businesses and their beliefs.

Scott Graden's play on a caprese salad with red and golden beets, mozzarella and microgreens is served at Grass Roots Farm, Saginaw, Minn.

PLATED LANDSCAPES, OHIO

This is season five for Bebenroth's classy picnic parties. Nine are scheduled from May through November. The lineup of locations includes rural and urban farms, a bison ranch, a creamery and a rooftop garden. Seating at each dinner has expanded to 40 this year. The price is $125 per person, $100 for food and beverage professionals—Bebenroth's way of fostering community among colleagues.

"We finally found our magic numbers," he says. "Originally, we did these for exposure and to educate people, and didn't care how much money we lost. That's not a sustainable business model. At this size, I can cover costs, pay staff, including myself, and clear a small profit. We're poised to do $500,000 this time around."

Menus feature products from the host venue. Guests often help harvest ingredients. Hors d'oeuvre are made ahead so diners can nibble while waiting for others to arrive. Some specialized prep is also done in advance, but the meal is mostly made on-site. Bebenroth and his team bring a grate for open-fire cooking, and eight butane burners are lined up to form a sauté station beside a tree or the side of a barn, if possible, to block the wind. Their travel kit includes charcoal, in case firewood is wet, headlamps for the cooks and two 10- x 10-foot canopy tents. A speed rack is a stand-in for a cabinet and pantry. Initially Bebenroth used his own dishes and glassware, but lost so much to breakage that he now rents them. Typically, the crew sleeps over to complete the cleanup in daylight.

"There's a bonus to these events for me and my staff," Bebenroth explains. "We get out of the kitchen, camp together, have fun and feel amazing when we pull the whole thing off. It's a great bonding experience that helps us work better together in other situations."

TOUR DE FARM, MINNESOTA

Jim Denevan, founder of Outstanding in the Field, Santa Cruz, Calif., is considered by many to be the father of the feasting-in-the-field idea. He started doing it in California in 1999 and since then has taken the practice on the road to many other states, partnering

with acclaimed regional chefs at each stop. Scott Pampuch, chef/owner of Corner Table, Minneapolis, did a dinner with Denevan when he came to town two years ago, and was inspired to put together his own version of moveable feasts, Tour de Farm, in 2009.

"That first experience was so beautiful," says Pampuch, "so fundamental to my mission and the concept behind the restaurant, that I asked myself why we couldn't do a local version that would complement, not compete with, Jim's efforts."

His first foray—five dinners at $85 per person including beer and wine, each seating 100 and spotlighting a different chef—sold out in two weeks. It was executed on a shoestring budget with much help and all beverages donated.

"We cost it out and realized we couldn't do it for less than $150 per ticket," says Pampuch. "I know some people will be unhappy and call us elitist. To counter that, in addition to four dinners this season, we've scheduled two more-casual, family friendly farm picnics. Prices are $50 for adults, $15 for children 6-12, and younger kids are free." He has also scheduled a New Year's Eve dinner in a barn on a sheep farm.

Unlike Outstanding in the Field's signature single long communal table, Tour de Farm mimics a basement social, familiar to guests, arranging banquet tables in rows. Some courses are plated, some served family style. All are held on Sundays at 4 p.m. "The idea is that we're gathering for Sunday suppers. That's the traditional time for farmers to relax," Pampuch says.

He has a waiting list of farmers and restaurants that want to participate.

DINNERS AT THE FARM™, CONNECTICUT

This summer, Jonathan Rapp, chef/owner of River Tavern in Chester, Conn., hosts an ambitious 12 dinners. To manage costs and maximize efficiency, they'll be held over four weekends, on Thursdays, Fridays and Saturdays, at two farms. Based on past attendance, he expects to serve 125-150 per night. A portion of the proceeds benefits local nonprofit agricultural and community organizations.

"This is our fourth year for Dinners at the Farm™," says Rapp, who launched the project with a farmer and gourmet-market owner (who's also a chef). "It's been nothing but positive for all participants. We've been able to donate thousands and thousands of dollars to our chosen causes, and I've gotten media coverage that keeps the restaurant in the public's mind."

A vintage fire truck was retrofitted as a mobile kitchen, with a stove in a flatbed at the back.

Rapp does all the cooking, assisted by a tight team of six sous chefs and wait staff from the restaurant's ranks, plus two volunteers from the groups that receive funds. A multiple-course format allows him to showcase seasonal bounty. Since Rapp no longer mans the line day to day at River Tavern, the restaurant runs smoothly in his absence.

"These dinners allow me to be a chef again in the purist kind of way," he notes. "I'm as

TIPS FOR PREPPING IN A PASTURE

- To pull off these events, choose crew members who are physically fit, strong and energetic.
- Think of it as a catering job, with all the standard logistical requirements, only harder.
- Visit locations in advance. Create a detailed game plan based on the specifics of each venue.
- No matter what the forecast, be ready for bad weather.
- Bring plenty of clean water. Plastic containers with nozzles can double as hand-washing stations.
- To use what's available locally, don't get locked into a menu months or even weeks in advance. Keep dishes simple and let conditions dictate what and how you cook.
- Honor your host in words and deeds. Introduce farmers, thank them for what they do and invite them to be your guests at dinner.

Michelle Parr Paulson

Guests mingle and enjoy freshly made cocktails and passed hors d'oeuvre at White Gate Farm, East Lyme, Conn., part of the popular Dinners at the Farm series.

At Paradise Farms, a volunteer harvests nasturtium flowers to be used at a Dinner in Paradise event.

close to the food source as you can get, making what I want, from scratch."

DINNER IN PARADISE, FLORIDA

Gabriele Marewski grows organic micro and baby greens, herbs, edible flowers, heirloom tomatoes and tropical fruits on five acres at Paradise Farms, Homestead, Fla. She partnered with Michael Schwartz chef/owner of Michael's Genuine Food and Drink, Miami, to develop the Dinner in Paradise series at the farm. The relationship was a natural fit. "Farm to table was part of my approach long before it was fashionable," Schwartz insists.

If chefs lead by example, he continues, diners will follow, becoming interested in where food comes from and how it is raised. "Five years ago, when we started, I was at every dinner. Now I do one a year. It's still a way to let people know who I am and what my restaurant is all about."

Each gathering features six meat-free courses made by three high-profile area chefs using primarily local ingredients. "It's like eating in three different restaurants in one night," Marewski says. "People love it."

The series provides opportunities for her to nurture relationships with the restaurants that buy her products and to encourage other chefs to embrace the practice of sourcing ingredients seasonally from their own community.

"It's not easy, and you won't get rich doing this," says Schwartz, referring to pulling off an on-the-farm dinner program. "The motivation has to come from a passion for the farm-to-table philosophy and the conviction that it's important to support local food producers. But if that's how you feel, then my advice is, do it."

Laura Taxel is a Cleveland-based journalist and author who writes about food, chefs and the restaurant business for consumer and trade publications.

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IN THE Neighborhood

Greater Pittsburgh is a region of culinary surprises.

By Deborah Grossman

PITTSBURGH is a city rich in culinary stories. As a "city of firsts," Pittsburgh is the town where ketchup, the banana split and the Clark candy bar were invented. Where else would the idea of stuffing french fries in your sandwich originate? Since the 1860s, when the H.J. Heinz Company began making ketchup and the other 57 types of convenience foods for the home cook, the city continues to innovate in all dining categories.

As a city of neighborhoods, Pittsburgh's food often reflects place. At the confluence of three rivers and with more bridges than any city except Venice, it's not surprising that food-centric areas such as the Strip District and the South Side hug the river. And, the restaurant scene is growing in the outlying suburbs as several restaurant groups explore new settings. Some of the venues' specialties relate to the city's blue-collar roots, while other menus cater to the diverse tastes and heritage of Pittsburghers.

DINING ON THE STRIP

Pittsburgh is a city grounded in industry yet constantly evolving. Take the Strip District, formally known as the Historic Market District. "Entrepreneurs in the Strip District responded to a vacuum," explains Becky Rodgers, executive director of Neighbors in the Strip. "Soon after industrial giants Alcoa, Westinghouse and Crucible Industries left the area, wholesale produce merchants filled the business gap, taking advantage of the convenient rail transportation."

Primanti Bros., with a dozen venues in the Pittsburgh area and three in Florida, opened in the Strip District in 1933. Its famous sandwich appeared one day in the 1930s, when a potato merchant asked the owner if he could check whether his potatoes were frozen. A cook grilled them in oil on the flattop grill, and proclaimed them fine. A patron said, "Let me try them." The cook put them on his sandwich, and a Pittsburgh tradition was born.

According to Marc Teklinski, Primanti's director of operations, the restaurant group now serves 22 versions of the Primanti sandwich. Originally composed of pastrami or corned beef, coleslaw, french fries and tomatoes between thick-sliced Italian bread, you can now order capicola, fried cod, tuna fish or Ragin' Cajun chicken breast. The most popular is the Pittsburger, with a ground sirloin patty, melted provolone, coleslaw and french fries.

With a dedicated fan base and recognition from the Food Network and the James Beard Foundation, the original Strip-area Primanti's grew to four other city sandwich shops and eight full-service restaurants. At the full-service locations, 55% of the business is sandwiches. Hand-tossed made-from-scratch pizzas with homemade sauce and high-quality mozzarella are a popular choice, but none sport french fries on top.

Primanti's does not serve desserts. "We stuff our guests with meat and potatoes, and there's no room," says Teklinski.

Dawn Hartman

Another Pittsburgh restaurant group defined by neighborhoods is P&G Pamela's Diner. The first Pamela's Diner opened in 1980 in the Squirrel Hill residential area, where the owners lived. The signature breakfast item at all six locations is the crêpe-style hotcakes.

The hotcakes attracted President Obama to the diner during the Pennsylvania primary. On Memorial Day, 2009, Pamela's Diner co-owner Pam Cohen cooked hotcakes—folded crêpes with brown sugar and fresh strawberries—at the White House for families of fallen veterans.

Pamela's Diners are spread throughout the city in areas as diverse as Oakland, the University sector and Millvale, which is in transition. At the Millvale locale, prices are slightly lower and bestsellers include flippers, three small burgers with fried onions on a steamed bun, and slippers, three Texas-style hot dogs slipped in a warm bun with chopped onions.

The Strip location opened in 2004 with a 1950s pink and turquoise décor. Among the Pamela's Diner group, the Strip, with its ethnic clientele, is the only spot where Cuban sandwiches are sold. "The Strip is the conglomeration of the whole city. It's what's happening now for young people and the older set. It's not fine dining, but casual meals that people enjoy," says co-owner Gail Klingensmith.

MEAT AND POTATOES

Lidia Bastianich opened a Lidia's restaurant on the Strip because she appreciates restaurant markets with ethnic diversity. At this location, says general manager Mike Hamwey, Bolognese is the most popular pasta sauce.

"Western Pennsylvanians like their Italian meat sauce," Hamwey says. "The pasta trio served tableside from a hot skillet is one of our most popular dishes. When Bolognese is one of the sauces served, it's a top seller. Customers also appreciate the fresh, local produce and housemade sauces and dressings, and rustic dishes, such as lasagna."

For the PIPA Group, opening Bistecca Steakhouse and Wine Bar in 2009 at the Meadows Race Track and Casino in Washington, Pa., made business sense. South of Pittsburgh, Washington County is experiencing population growth.

"People want big, hearty steaks, seared outside, Pittsburgh rare, with a solid sear rather than grilled," says David Lamatrice, president of the PIPA Group.

Strawberry hotcakes—crêpe-style, stuffed with freshly sliced strawberries, sour cream and brown sugar, topped with whipped cream—is the signature breakfast item at P&G Pamela's Diner.

PITTSBURGH RARE

At Bistecca Steakhouse and Wine Bar in Washington, Pa., south of Pittsburgh, one of the more popular styles of steak is the Pittsburgh rare. In the city's industrial heyday, steelworkers would carry big slices of beef instead of sandwiches for lunch. They would slap the meat on hot metal in the mill to get a seared, blackened exterior with a rare interior. Local bars and restaurants picked up on this practice and began serving the Pittsburgh rare steak, sometimes with a boilermaker—a shot of liquor with a bottle of beer.

Adam Johnston, executive chef, calls this style a "hard sear," with a solid, dark outside and red, bloody inside. These days, he notes, even though the steelmaking days are over, Greater Pittsburgh still enjoys this style of beef.

Bistecca Steakhouse and Wine Bar

Caffe Amante

South of Pittsburgh in Washington County, a growing population has discovered Bistecca, where Adam Johnston creates dishes for the Italian-influenced menu that include this seared, butterflied jumbo prawn with a limoncello pan sauce and risotto.

Adam Johnston, a graduate of the Pittsburgh Culinary Institute, has worked at restaurants around the country, but enjoys cooking the Italian-influenced cuisine at Bistecca. He crafts Italian "crust" like his grandmother made. Small baguettes similar to breadsticks are fried in a single portion. Rosemary is kneaded into the dough, resulting in Bistecca's signature rosemary bread. "Pittsburghers like big portions and their dinners themed to holidays, such as St. Patrick's Day," says Johnston.

On the topic of portion size, the burgers at the PIPA Group's Clark Bar & Grill are made from a full pound of meat. Located between PNC Park and Heinz Field stadiums, the restaurant is named for the candy bar originally made in the space. In addition to the pound of meat, the Smokin' Joe burger is packed with cheese and barbecue sauce.

The PIPA Group also owns Caffe Amante in the historic downtown Cultural District. With daytime trade from local healthcare and financial-services companies and the evening theater crowd and concertgoers, the restaurant's kitchen serves up rustic comfort food such as veal parmigiana and Virginia spots, a perch-like fish.

NEIGHBORHOOD EATS

The personality of the downtown Cultural District, with its opera and theater venues, contrasts with the scrappy image of the South Side, home to more bars per block than most other Pennsylvania towns. Here, the many steelworkers paused after work for a cold beer and a sandwich. Now the area is full of culinary attitude.

Yo Rita is a fine-dining restaurant disguised as a taquería. With a sleek silver and bronze décor and long bar, the starters and tacos by chef/owner Kevin Sousa surprise and delight the palate. With Sousa's culinary experience in Arizona and Pittsburgh, the menu features simple ingredients matched in unique combinations.

The jicama chop salad of edamame, corn, melon, radish, mint, goat cheese and pickled pepper vinaigrette is a well-balanced mélange of ingredients. The open-faced tacos, from chicken livers with bacon, lemon/garlic aïoli, Creole crisp rice and guava to the wild salmon with huitlacoche, horseradish, asparagus, corn, avocado and blood orange, offer exciting flavor combinations. Taco specials may include beef tongue and marrow or foie gras with tomato, radish, watermelon, cabbage and apricot.

Di Mare Amante—linguine with scallops in a white-wine sauce—is on the menu at Caffe Amante in the downtown Cultural District, which draws diners from the business crowd during the day and theater/concertgoers at night.

Grand Concourse is a fine-dining restaurant with character. Movies such as *Dogma* (1999), starring Ben Affleck and Matt Damon, have been filmed in the expansive space of the former concourse of the Pittsburgh and Lake Erie Railroad. Against a backdrop of the stately staircase and stained glass, guests dine on salmon Rockefeller and applejack sea bass.

Clark Bar & Grill, located between PNC Park and Heinz Field stadiums and named for the candy bar originally made in the space, offers this Traditional ½-Pound Boomer Burger with fresh-cut french fries.

Clark Bar & Grill

The Pittsburgh Pierogie pizza, with mashed potatoes in lieu of pizza sauce, is the perennial favorite at The Church Brew Works, where guests dine in pews and at tables in the former church, surrounded by beer tanks and the church's original statuary and ornate columns.

From trains to its 446 bridges, Pittsburgh is a city of transportation. On the South Side, two funicular cable cars roll up and down the steep hills. Operational since 1877, the Duquesne Heights Incline funicular cable car leads to several exceptional fine-dining restaurants on Grandview Avenue. Bella Vista offers classic Italian specialties, while Le Mont and its classic curved bar make for memorable dinners with a dramatic view of the city.

Back on the North Side of town and bordering the Strip District is the Lawrenceville neighborhood. Here, a native Pittsburgher set up his kitchen in a former house of worship. The brainchild of Sean Casey, a former steel-industry engineer, The Church Brew Works is home to devotees of food-and-beer pairings.

Guests dine in pews and at tables in the former sanctuary. Three walls are lined with beer tanks and the original statuary and ornate columns. Beer may arrive in 750 ml champagne-style bottles. The wood-fired brick-oven pizza options are influenced by the Eastern Europeans who settled in Lawrenceville.

The Pittsburgh Pierogie pizza, says Casey, is the perennial favorite. "We deconstructed the pierogie and layer mashed potatoes, caramelized onions and cheddar cheese on the dough. Customers in the know ask for the 'secret element'—a dollop of sour cream on top."

But Casey also menus traditional Italian options, such as *cinco fromaggio* pizza. Gourmet pizzas include duck and feta and portobello pesto. Occasionally, Casey serves up rattlesnake and cactus pierogies. The burgers are made from Colorado-raised buffalo, and dinner options include Kobe sirloin steak.

Casey's philosophy at The Church Brew Works mirrors the energetic dining scene in the Pittsburgh area. "Pittsburghers appreciate value for the money, so they want to see food on the plate and not micro tapas-style selections," he says. "Our denizens embrace unusual locations of ingredients, which makes it fairly commonplace to see items like french fries in sandwiches, on top of burgers, on top of salads and, in our case, mashed potatoes in lieu of pizza sauce."

Perhaps most symbolic of the Pittsburgh style of dining is the bestselling item at The Church Brew Works: buffalo and wild mushroom meatloaf (Casey hikes the woods to find golden chanterelles and other mushrooms), a comfort food with lots of beef and a local gourmet touch.

Deborah Grossman is a San Francisco Bay Area journalist who writes about people, places and products that impact the food-and-wine world.

PITTSBURGH ON BEER

Pittsburgh is a beer town with a beer culture, says Sean Casey, proprietor of The Church Brew Works. "You don't often see six guys on a patio drinking a bottle of wine. And you won't see much wine in the parking lot at a Steelers football game. It's partly the steel-town work ethic of the Germans and Irish, who love their beer. Our brewing water has a similar composition to the water in Munich, Germany. Many breweries in the 1800s and 1900s naturally gravitated to producing traditional German lagers. Our melting-pot tradition has led us to drink unique imported beers for years. Pittsburghers are receptive to local beer and the burgeoning craft-beer scene.

"Our top-selling beer is Pious Monk Dunkel, a Bavarian-style dark lager with ruby hue and slight malt sweetness. In beer connoisseur circles, we are also known for Quadzilla, a beer in the style of a Belgian Quadruple Ale. An elegant beer, Quadzilla is meant to be shared with friends and is served from a 750 ml champagne-style bottle where the beer is bottle-conditioned, meaning the beer undergoes secondary fermentation inside the bottle."

Under brewmaster Brant Dubovick, The Church Brew Works produces many varieties of beers brewed in traditional fashion. Diners can drink cask-conditioned beers served out of a firkin, a small-sized barrel hooked up to an authentic English beer engine, or sample 3-year-old barley wines aged in handmade Kentucky oak hogshead casks. Others sip bottle-conditioned Belgium-style ales or swig traditional Decoction German-style lagers.

Variety SHOW

Out-of-the-ordinary lamb cuts in the hands of creative chefs give diners a treat.

By Rob Benes

YEARLY per capita consumption of protein in the United States is staggering: 90 pounds of beef, 88 pounds of chicken (turkey, just seven pounds) and 60 pounds of pork. Lamb consumption isn't even in the ballpark.

"Yearly consumption of lamb is only about one pound per person, which has been holding steady for the past 10 years," says Megan Wortman, executive director of the American Lamb Board, Denver. "This low number can be attributed to the fact that lamb is viewed as a special-occasion meal at home or only eaten at fine-dining restaurants. And when lamb is eaten, it's usually the rack or chops."

Edward Leonard, CMC, AAC, assistant general manager/director of culinary operations at Westchester Country Club, Rye, N.Y., believes lamb has always been the least popular red meat in the U.S. because of a lack of education about lamb preparation. "Many people overcook the meat. In cafeteria-type settings or buffet settings, the sliced roasted lamb is left in steam tables," Leonard says. "The taste and texture and the abuse of such a delicate meat have turned off many people."

The American Lamb Board is beginning to see a shift in a demand for lamb, however. "We've seen two trends in the past few years," Wortman says. "First, given the economy's slow recovery, we're seeing chefs move beyond preparing only the rack to using versatile cuts, which helps keep costs down for restaurants and consumers. Second, lamb is moving beyond center of the plate."

American Lamb Board

This lamb saddle stuffed with lamb sausage served atop a tobacco lamb-heart/potato hash comes from Jeremy Barlow at Tayst Restaurant & Wine Bar. The "caviar" garnish is tapioca in a mint purée.

"NEW" CUTS

Chefs can learn more about various lamb cuts in the sixth edition of the North American Meat Processors Association (NAMP) Meat Buyer's Guide. "The lamb section in the new Meat Buyer's Guide was improved upon by updating many of the item descriptions and adding new items that are of interest to the meat and foodservice industry," says Ann Wells, NAMP's director of scientific and regulatory affairs.

Some of the new items include pectoral meat, flank steak, a notched and split short loin and a semi-boneless lamb leg steamship. Further processing options were added to many of the existing cuts, such as frenching, splitting, notching, butterflying or adding a specification for a cap on or cap off. "These options give processors and their customers even more opportunity to find the best way to fit lamb onto menus," Wells says.

Lamb is a protein that allows chefs to manage expenses while presenting a high-end image on the menu. "One way to help in making ends meet is to utilize all parts, which for lamb means looking beyond the rack to leg cuts, short rib cuts, shoulder cuts, breast cuts, shanks and organ meats [i.e., offal]," says chef Mark DeNittis, president/salumiere at Il Mondo Vecchio Salumi, Denver.

"This is a trend that we've been seeing during the past several years because of the lower price points to the restaurant, the flexibility in preparing the different cuts and acceptance by the dining public. The new Meat Buyer's Guide provides chefs with the information needed to make informed purchasing decisions. Lamb can be substituted for a beef cut to give a dish an entirely different flavor profile, as well as a possible lower price point."

Leonard says the guide is helpful to chefs who buy lamb processed and are looking for different cuts and cooking methods. They can learn about the cuts, which enables them to speak knowledgeably with their meat purveyors when ordering.

Fritto Anima Marsala

Elise Wiggins, Executive Chef
Panzano
Denver

Yield: 8 servings

3 lamb hearts
½ cup all-purpose flour
Sea salt, to taste
4 T. olive oil
4 T. unsalted whole butter
2 T. fresh thyme
½ cup Marsala wine
2 cups veal demi

Method: Split hearts into quarters lengthwise. Remove any tough arteries and extra fat. Cross-slice into ¼-inch-deep slices. Dust in flour seasoned with salt. Put olive oil, butter and thyme in sauté pan; heat to medium-high. Brown small batches of heart; set aside. Return heart to pan; add Marsala wine and demi to deglaze. Bring to a boil; reduce to a simmer. Simmer until sauce thickens. Adjust with salt, to taste.

Chef's note: Serve over mushroom risotto, mashed potatoes, rice or pasta.

Recipe courtesy of American Lamb Board

American Lamb Board

"I also believe using this guide and researching the different cuts of American lamb is helpful in applying the creativity process to new menu items," he adds.

SADDLE UP

Lamb typically is not viewed as a cost-effective protein to have on the menu. Consider the price paid for lamb chops at many venues: It can go as high at $45 for a full order at Gene & Georgetti in Chicago. But there are ways for savvy chefs to counter high costs.

At Tayst Restaurant & Wine Bar, Nashville, Tenn., chef Jeremy Barlow offers Lamb Roulette, which is a different lamb cut, such as leg, rack, shank or saddle, depending on what's available on a given day.

Barlow buys and fabricates up to six lambs at a time. "The great part about buying an entire carcass is that my purchasing price does not fluctuate, so I can pass those savings on to my customer," he says. "Price for the lamb roulette dish ($27) does not increase or decrease, no matter what is being cooked that night. I pay one price per pound for the entire animal, which is about $5."

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Tayst is a chef-driven restaurant that practices sustainability from the front door to the back. "Using all of the lamb is more than just cooking food. It harkens back to the way people used to cook and eat years and years ago, as well as respecting the whole animal," Barlow says. "Educating people on eating all parts of the lamb increases demand, which increases supply, grows the industry, helps small farmers and brings prices down."

A recent dish on the menu was boneless lamb saddle stuffed with lamb sausage served atop a tobacco lamb-heart/potato hash, with a pan reduction sauce, mint caviar garnish and a beet glaze painted on the plate. "This is an old-fashioned dish with a New Age twist with the mint caviar, which is actually tapioca in a mint purée," Barlow says.

TRY THIS

From the time executive chef Elise Wiggins started cooking at Panzano in Denver six years ago, she's poured her heart and soul into finding local ranchers to provide her with naturally raised whole lamb carcasses. "I want to use all of the lamb, because it is less wasteful and it saves me money," she says. "Using the entire carcass gets my creative juices flowing, because I get to use different cooking techniques."

Wiggins currently buys her natural lambs from the Triple M Bar Ranch near Manzanola, Colo., where lambs begin grazing on grass pastures and later move to grazing on crop stubble that includes melons, onions, okra, eggplants, tomatoes and different varieties of chiles and peppers, which all add flavor to the meat.

"Buying lamb portions could cost me in the upper teens per pound, but when I buy the entire lamb and break it down, I'm paying around $3.25 per pound," she says.

People who like lamb generally eat the standard cuts, but Wiggins introduces her guests to new items. "Most people are not exposed to eating offal, and it's an awful shame," she says. "I want to introduce my guests to organ parts because they are some of the most tender, delicate and wonderfully flavored items."

> "... we're seeing chefs move beyond preparing only the rack to using versatile cuts ..."
>
> — Megan Wortman

One of the offal dishes to which she has successfully converted people is Fritto Anima Marsala, pan-fried thin slices of lamb heart with a Marsala wine sauce, served over mushroom risotto.

But instead of initially offering lamb heart as an entrée, she introduced it as an amuse-bouche. "If you give people something for free, and it's small, they'll be a little more adventurous in trying something new," Wiggins says. "I do this with other items, as well, such as liver and kidney."

The amuse was so well-received that it now appears on the main menu as an entrée ($17-$19, with food cost around

American Lamb Board

Trio of American Lamb Featuring Lamb Rack, Liver and Sweetbreads

Edward Leonard, CMC, AAC, Assistant General Manager/Director of Culinary Operations
Westchester Country Club
Rye, N.Y.

Yield: 6 servings

1 lamb rack
4 t. olive oil, divided
Kosher salt and freshly ground pepper, to taste
4 T. Dijon-style mustard
6 T. breadcrumbs seasoned with fresh rosemary, flat leaf parsley, curly parsley
1 lamb liver
6 lamb sweetbreads, soaked in cold water
Seasoned flour, as needed
2 t. butter
4 cups baby spinach
1 cup blanched peas

1) Remove excess fat from lamb rack. Cut away all meat and fat between cutlet bones, scraping bones clean. Heat 2 t. olive oil in ovenproof frying pan. Season rack with salt and pepper. Place rack, bone-side down, in pan; fry 1 minute. Turn rack; fry other side until browned. Brush rack with mustard; dip in herbed bread crumbs. Return rack to pan. Transfer to 450°F oven; roast 10-12 minutes. 2) Dust liver and sweetbreads with seasoned flour. Heat remaining olive oil and butter in large frying pan. Add liver; fry 2-3 minutes, either side. Dot with a little butter; reserve. Add sweetbreads; fry until brown and crisp on outside. Remove from heat; let rest. Wipe clean frying pan that contained liver. Toss in spinach and peas. Stir and cook over gentle heat until spinach is wilted. 3) To serve: Divide spinach and peas among six plates. Slice rack into chops; arrange on top of spinach. Slice liver; divide among plates. Arrange sweetbreads around plates.

Recipe courtesy of American Lamb Board

15%) or as a small plate when the five- or seven-course tasting menu is chosen. Because Wiggins fabricates her own lamb, she only gets one heart per carcass, as well as limited quantities of other cuts.

She explains that cooking with variety cuts and offal shows a chef's ability to cook and showcase his or her talents. "It's pretty easy to cook a rack or a chop and have a guest love the taste. But to take a heart, liver, kidney or another variety cut and turn it into a delicious dish shows your ability to cook."

DUOS AND TRIOS

Leonard says featuring only prime cuts of any meat is an easy way out of cooking, and only offering a single cut of meat does not give the guest a flavorful dining experience, particularly when it comes to lamb. "The best approach I find is to offer a duo or trio of lamb. I like to feature a prime cut and team it up with variety cuts and organ parts for a diverse dish of flavors and textures. Also, using different cuts allows me to demonstrate my cooking—and it excites the customer."

At Westchester Country Club, Leonard offers a trio of lamb that includes the rack, sweetbreads and liver. "The rack is a known item, and offers comfort. Many guests may know of sweetbreads, but have never tried it, so when they do, they experience something crispy. People know of liver, but perhaps not lamb liver, and if they like liver, they give the lamb liver a try," he says.

Chefs have to remember when plating more than one protein that individual portion sizes need to be equal and flavors need to be in harmony. For his lamb trio, Leonard divides one lamb rack, one lamb liver and six lamb sweetbreads between six servings. The dish is completed with wilted spinach and cooked peas.

"If you cook properly by mastering great flavors and sauces, most customers will fall in love with a dish, even if they are trying something new," he says.

Leonard says chefs are missing out by not cooking out of their comfort zone and not putting value/variety cuts of lamb on the menu, as well as depriving guests of an extraordinary dining experience. "Variety cuts make you think and get your culinary juices flowing, as well as offering a treat to your customers that they most likely would not cook at home."

Rob Benes is a writer and former editor of Chef *and* Chef Educator Today. *He specializes in foodservice and is based in Chicago.*

Small SHARES

The small-plate way of dining is common to many cultures, as is the tradition of sharing.

By Clare Leschin-Hoar

FOR hungry patrons eager to be sated by a flurry of Spanish tapas at Boston's wildly popular Toro, wait times frequently stretch to the two-hour mark. Customers' mouths water while they wait their turn to order an array of traditional dishes, such as the Pan con Tomate, Gambas al Ajillo or Tortilla Espanola, or for the chance to sample some of the more creative daily specials, which often number more than a dozen. The South End neighborhood restaurant is so popular, it's a given that it will be jammed nightly.

So when chefs/partners Ken Oringer and Jamie Bissonnette decided the time was ripe for another venue, making the leap to an Italian *inoteca* concept designed around an offering of small plates seemed like a no-brainer. They discovered a nearby space with an existing wood-burning oven and planned their menu around it, creating dishes such as Agnello Arrostito (wood-roasted lamb with green lentils and harissa) and a wood-fired pizza with braised oxtail and bone marrow offered alongside a list of traditional Italian *stuzzicare* items, such as Crostini de Fegato (chicken liver crostini) and Tonno Conservea (oil-cured tuna belly with olives, radish and celery).

But it wasn't simply prior success in the small-plate format that brought Coppa into existence. For Bissonnette, a smattering of smaller items is about what interests him as a chef. "A lot of things on the menu I like to eat and want to cook. They represent flavors I like together—salt-and-sour or rich-and-sweet—things like capers and anchovies, olives and tomatoes, and rich braises with red wine," he says.

Keeping the price in the $5-$15 per dish range with a menu that stretches to near

A selection of small plates—tiffin—at Indique Heights includes this vegetable samosa chaat.

Powers and Crewe

Powers and Crewe

Mini *oothapam* served with assorted chutneys is one of more than a dozen items on the Street Snacks menu at Indique Heights.

60 items (plus daily specials) has ensured a stream of customers flowing in the front door, despite a lingering recession. In part, because of Toro's success, customers who check out Coppa (which opened in December) are often more educated about what to expect when they order small plates. They understand the concept of sharing. They often seek out unfamiliar ingredients, and expect the approachable pricing. They're also familiar with the pacing of plates that come out of the kitchen as they're ready.

While there's still plenty of eater-educating to be done, it's fair to say that this kind of customer awareness seems to be blossoming everywhere.

SMALL PLATES, BIG CANVAS

That's good news for chefs interested in breaking out of the tapas-only mold. Whether it's Italian *stuzzi*, Indian tiffin, Mediterranean *mezze* plates or Japanese *izakaya*, moving beyond a simple plate of *boquerones* can mean a vast canvas for showcasing a chef's creativity.

When chef K.N. Vinod offered small plates (also known as tiffin) for the first time at Indique Heights, his Chevy Chase, Md.-based restaurant, four years ago, they simply did not catch on with customers. "When we started, we wanted to do the entire menu small plates, but unfortunately, it didn't work. People weren't familiar with Indian small plates," says Vinod.

"The dishes are brought out to the table when they're ready. Some of the street snacks were ready in no time, but the tandoori chicken, for example, would take 15-20 minutes to cook, and customers just didn't understand. Today, chefs like José Andrés have greatly helped to educate customers on the concept."

While Indique Heights has not gone completely small-plate, Vinod now offers more than a dozen items on his Street Snacks menu divided by regions from Calcutta to New Delhi to Mumbai. Dishes such as mini *dosas*, *bhel puri* and mini *oothapam* range in price from $6 to $8, and have proven consistently popular with customers.

In San Francisco's Japantown at O Izakaya Lounge, *izakaya* small plate dishes are defined by items such as grilled-meat skewers, seafood dishes and braised pork belly, priced between $5 and $7 per plate. Customers are encouraged to try many different plates, and *izakaya*-style lends itself to socializing. Diners can order a wide array of food, which means everyone at the table gets a taste without being committed to an entire entrée. If customers are still hungry, they can add more dishes as the night progresses.

Many of the dishes at O Izakaya Lounge are prep-intensive, requiring more work on the back end rather than when they are executed. The trick with small plates here is that they need to be attractively

Hiyayakko, a cold tofu dish with ginger/soy sauce, grated ginger, daikon, scallions, daikon sprouts and *katsuo bushi* (shaved bonito), is one of a wide array of small plates on the menu at O Izakaya Lounge.

At Sofra Bakery and Cafe, this *mezze* platter offers, left to right, tomato kibbeh, beet tzatziki, *cacik*, whipped feta with sweet and hot peppers and *skordalia* (potato purée with almonds).

presented, with good flavor that encourages the customer to go on to the next bite. With only three to four bites per customer, it's important to make sure those few bites are extremely tasty.

At Sofra Bakery and Cafe in Cambridge, Mass., chef Ana Sortun serves up more than a dozen Mediterranean *mezze* items, including whipped feta with sweet and hot peppers, Armenian bean and walnut pâté, smoky eggplant with pine nuts and more.

While many items are traditional, Sortun keeps the menu interesting by putting her own twist on others. "For example, we'll take a classic tzatziki of yogurt, cucumber and dill, and instead we'll make a beet tzatziki. Or with our baked goods, we might take a croissant and stuff it with zatar," she says.

For a whipped-split-peas-with-goat-cheese dish, Sortun uses wild herbs from Chios, a Greek island. Rather than making peas taste like smoked ham, Sortun is using them as a transitional ingredient from winter to spring, and incorporates Greek flavorings, instead.

At Sofra, customers make a *mezze* platter comprised of five different items. Most are vegetable-driven, and customers are encouraged to make a meal by combining many dishes. "It's a lighter style of eating. You can't really do a small plate of beef short ribs. They shouldn't be filling," says Sortun.

SMALL PORTION, BIG FLAVOR

At Bacchus in Milwaukee, Adam Siegel, winner of the 2008 James Beard Best Chef: Midwest, reflects a broader international focus to his small-plates menu, offering items that range from pappardelle with lamb meatballs to duck confit rillettes to a jasmine rice cake. The trick, he says, is not to reinvent the wheel but look for a way to get the flavors out there.

"Make sure you have some big flavor there, because it's a smaller portion," says Siegel. "The wow factor is set in the few bites [the customer] is going to get, so it's important that dishes are seasoned properly and have a great flavor profile, otherwise, it's three bites of nothing if its bland. Be a bit bolder with the flavors."

Siegel says he tries to keep the majority of his small-plates menu in the $7 to $12 range, but because Bacchus is considered fine dining, there's room for a $17 foie gras dish, as well.

Providing customers with at least 12-15 items to choose from is key, he says, and they can include simpler items, such as cheeses or marinated olives. What Siegel avoids, however, are specials. "Specials can be menu killers," he says. "You don't always need them, especially if your menu is fresh and changes frequently."

Clearly, there's room for a variety of small-plate formats, and many chefs predict this style of eating will become a permanent part of menus across the country. Small plates offer more options for the diner, more creativity for the cooks and the chef, and it makes sense economically.

Bissonnette agrees, but says offering small plates is a commitment, and shouldn't necessarily be mixed with traditional appetizer/entrée/dessert concepts. "Doing small plates is a different concept. It's hard. It's harder to get the flow down in the kitchen. You can't time the food," he says. "And if we mixed small plates and entrées, we'd have to make the menu an eighth of the size, just to choreograph it."

Mansfield, Mass.-based freelance writer Clare Leschin-Hoar's work has appeared in The Wall Street Journal, The Boston Globe *and* The Christian Science Monitor, *among other publications.*

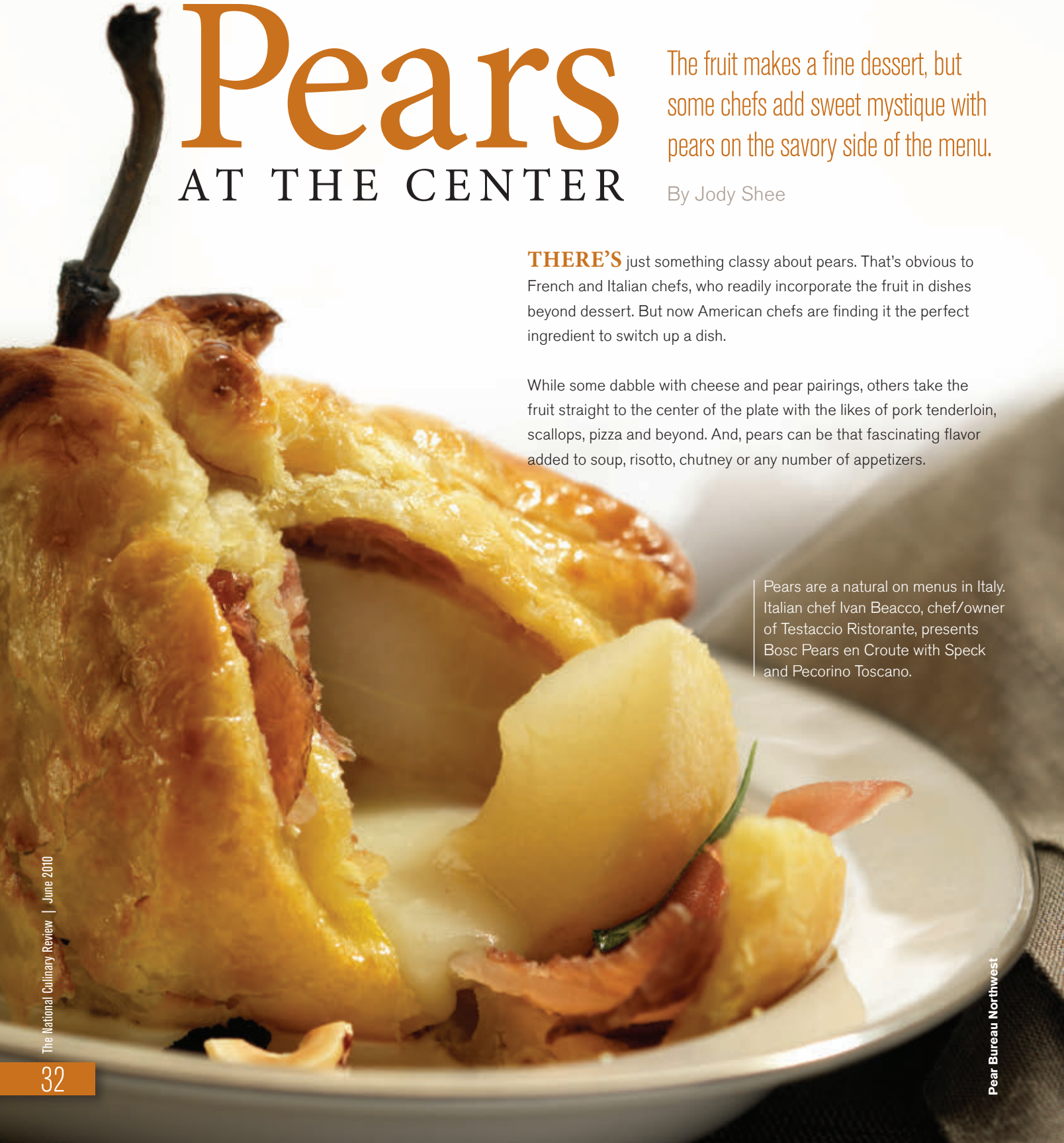
Pears AT THE CENTER

The fruit makes a fine dessert, but some chefs add sweet mystique with pears on the savory side of the menu.

By Jody Shee

THERE'S just something classy about pears. That's obvious to French and Italian chefs, who readily incorporate the fruit in dishes beyond dessert. But now American chefs are finding it the perfect ingredient to switch up a dish.

While some dabble with cheese and pear pairings, others take the fruit straight to the center of the plate with the likes of pork tenderloin, scallops, pizza and beyond. And, pears can be that fascinating flavor added to soup, risotto, chutney or any number of appetizers.



Pears are a natural on menus in Italy. Italian chef Ivan Beacco, chef/owner of Testaccio Ristorante, presents Bosc Pears en Croute with Speck and Pecorino Toscano.

Pear Bureau Northwest

CHOOSE A PEAR

Contrary to popular belief, pears are not just a fall fruit. There is always some variety available. Examine the characteristics of each of the common types below to help determine which is most appropriate for the application you have in mind.

Bartlett/Williams (fall and early winter): Green skin when mature to soft yellow when ripe. Creamy, sweet and juicy. Best uses are eating out of hand, baked and poached.

Red Bartlett (peak July-Nov.): Red skin, but similar to the basic Bartlett except smaller. Smooth, sweet and juicy flesh.

Bosc (peak fall and winter): Brown russet skin with white flesh. Firm and crisp texture even when fully ripe. Eats well, with spicy sweetness even before fully ripe. Holds firm when baked or poached.

Comice (Sept.-March): Round with fine, green skin with maroon blush. Creamy, sweet, juicy flesh. Best uses are eaten out of hand, with cheese and as dessert pear. Not a good choice for cooking applications.

Concorde (Sept.-Feb.): Green skin, long neck with firm, dense flesh. Holds up well to heat. Earthy sweetness with hints of vanilla. Sweetness develops before fully ripe. Slow to oxidize when cut.

Anjou/D'Anjou (Sept.-May): Green- and red-skin varieties. Thick bottom with short neck. Citrus/tart flavor lends best to cooking. Creamy white and juicy flesh with gritty texture on the tongue. Best flavor is when ripened on the tree.

Forelle (Sept.-Feb.): Small and green turning yellow with crimson freckles as it ripens. Sweet and somewhat spicy with buttery texture when ripe. Best eaten out of hand. Becomes mushy when overripe.

Seckel (Aug.-Feb.): Green skin with maroon shades. Smallest and sweetest variety. Round with short neck. Crunchy flesh. Excellent eaten raw, perhaps as a garnish.

Starkrimson (Aug.-Jan.): Crimson red skin. Smooth, sweet flesh with subtle floral aroma. Good for salads.

Each variety, in its season, offers its own nuance, and it's your craft to discern it and bring your rendition to the table to make your guests marvel.

LESSONS FROM EUROPE

Pears and cheese is a favorite Italian flavor combo, which is especially brought out in Bosc Pears en Croute with Speck and Pecorino Toscano from Ivan Beacco, chef/owner of Testaccio Ristorante in Long Island City, N.Y. The appetizer/tapas dish is basically a baked pear stuffed with Italian sheep's milk cheese, enshrouded in thinly sliced speck Alto Adige or prosciutto, encased in a pastry square and baked again. "It's successful because the sweetness of the pear goes well with the fatty texture and flavor of the pancetta and creaminess of the cheese," Beacco says. "It has this sweet, salty, umami flavor."

Risotto and pears also is classic to Italian cuisine, Beacco says. Bartletts are his favorite variety, because they aren't too juicy. He notes that on pizza, sweet pears combined with zesty Gorgonzola cheese makes for a focaccia-like pie.

Beacco compares pears to potatoes for their versatility. "Play with them like you would potatoes. You can do so many things with them, you can't go wrong," he says.

The beauty of pears is their mildness, says French-born Jerome Bacle, executive chef at Courtright's Restaurant, Willow Springs, Ill. He also likes the Bartlett (aka Williams) variety, which is commonly used in France. One of the restaurant's signature salads is the Prosciutto Roulade with Warm Brie and Pistachios on Hearts of Romaine with Roasted Pears and Black Balsamic Vinaigrette.

Bacle handily works pears into many dishes, including his celery-root soup, which also includes leeks, shallots, onion, celery and chicken or vegetable stock with a bit of heavy cream. "Celery root is not too exciting, but the pear has a nice taste," he says.

Vegetable purées (celery root, cauliflower or parsnips, for example) often find their way into dishes as an extra flavor garnish, and Bacle frequently adds pears into the purée to make it interesting and to add balance, he says. One of his popular dishes is Sautéed Sea Scallops with Celery Root Purée, Warm Pears and Cranberry Chutney.

Overripe pears can be a challenge. When they pass their prime, Bacle says he uses them in soups or sauces.

EDGES OF THE MENU

Soups and purées are just two ways to add pears to the savory periphery. They are also well-suited to condiments and appetizers.

Pear and Brie Quesadillas are a permanent appetizer on the menu at The Palisades Restaurant in Eggleston, Va., says owner/

Pear Bureau Northwest

manager Shaena Muldoon. When she opened the restaurant in January 2009, she wanted familiar menu items with unexpected preparations. True to her vision, the flour tortilla topped with Brie, sliced pears and another flour tortilla is served with homemade tomato jam spiced with cloves and cinnamon. "We'll never take it off the menu. Customers love it," she says.

Muldoon's pears of choice are Bartlett and Bosc. And since pears are already in-house, she offers a goat cheese, pear and candied-walnut salad, which includes mixed greens and white wine vinaigrette. "Pears go with anything, and especially with any cheese," she says.

She has learned that, like apples, pears oxidize, so they can't be cut too far in advance of serving them. An advantage of pears over apples, she says, is that pears are usually the same in consistency and flavor.

For a starter on his menu, Geoff Kelty, executive chef at Eddie Merlot's, Columbus, Ohio, location, came up with white-wine-poached pear stuffed with Gorgonzola on a bed of rocket and arugula. He says he likes the idea of using pears versus apples on the menu, because pears have a bit more mystique.

Kelty also developed a recipe for grilled pears stuffed with mascarpone and bacon as an appetizer, inspired partly by his upbringing as the child of a pastry-chef father. He got the idea of glazing and poaching the pear first, then grilling for crispness as well as to melt the bacon and cheese combo, forming a sweet, creamy and salty flavor and texture.

For a refreshing summer application, Kelty sometimes makes pear/mint chutney to top pork sliders. He braises pork butt with cinnamon, pear chunks, onion and garlic, then shreds the pork and tops a bun with the chutney, pork and another layer of chutney. To make the chutney, he reduces Bartlett pears and shallots in champagne with honey, mint and salt.

"If you've ever done apple or peach savory dishes, just add pears in place of them, and don't be afraid," he advises. "Just experiment. That's how I came up with mine."

For a cheese board, pear mostarda is the perfect accompanying relish to spread on crispy toast, says Mark Porcaro, corporate executive chef for Select Restaurants Inc.,

Braised Bartlett Pear and Chicken Pastilla

Mark Porcaro, Corporate Executive Chef
Select Restaurants Inc. (Cleveland-based)
Top of the Hub
Boston

Yield: 1 (9-inch) pie, 6-8 servings

1 T. coriander seeds or 1 t. ground coriander
1 t. cumin seeds or ¼ t. ground cumin
2 T. cinnamon
1 T. fresh ginger, grated
1 t. ground allspice
1 t. canola oil
1 lb. boneless, skinless chicken thighs
¼ t. each salt and black pepper
3 cups (1 lb.), diced Bartlett pears
2 large (1 lb.), onions, chopped
3 cups reduced-sodium chicken broth
½ cup heavy cream
3 large eggs
1 large egg yolk
¼ cup mild olive oil
10 (13- x 17-inch) phyllo sheets
½ cup toasted almonds, chopped
1 T. powdered sugar
¼ t. cinnamon

1) If using whole seeds, grind coriander and cumin in spice grinder or crush with mortar and pestle. Add cinnamon, ginger and allspice. Set aside. **2)** Heat canola oil in deep skillet. Season chicken with salt and pepper. Brown in oil on both sides. Remove from pan; set aside. **3)** Add pears and onion to pan; sauté until lightly caramelized, about 10 minutes. Stir in spice mixture; cook 1-2 minutes, until spices are fragrant. Return chicken to pan. Add broth and cream. Cover; simmer over low heat, about 30 minutes, until chicken is cooked through. Transfer chicken to plate to cool. **4)** Continue to simmer sauce until thickened, reducing by half. Beat eggs and yolk; stir into sauce. Cook on low heat, about 10 minutes, until sauce thickens again. **5)** Shred chicken into bite-size pieces; return to pear mixture. Adjust seasoning with salt and pepper. **6)** Preheat oven to 350°F. Lightly oil 9-inch round springform pan. Fold 1 phyllo sheet in half; place on bottom of pan. Brush with oil. Evenly arrange eight overlapping phyllo sheets in pan, draping ends over sides, lightly brushing each sheet with olive oil. Spoon chicken/pear mixture into pan; top evenly with almonds. Fold ends of phyllo over filling; brush top with oil. Bake 45 minutes until golden-brown. **7)** Let stand 10 minutes. Combine powdered sugar and cinnamon; sift over top. Remove sides of pan. Cut into wedges.

Pear Bureau Northwest

Poached pears stuffed with mascarpone and bacon and grilled to melt the filling makes an appetizer created by Geoff Kelty, executive chef at Eddie Merlot's, Columbus, Ohio.

with headquarters in Cleveland. He works at the group's Top of the Hub in Boston. For his version of the common Italian condiment, Porcaro simply cooks pears with mustard seeds, Colman's dried mustard, sugar and honey for an hour, then cools it. It goes especially well with Manchego cheese for an overall flavor of combined bitterness, saltiness and sweetness.

When pears become too ripe, Porcaro suggests making pear butter by cooking them down with sugar and pectin to serve on toast, like apple butter.

FRONT AND CENTER

In savory applications, pears don't have to be limited to condiments and appetizers or tied to cheese. They can be the perfect ingredient to round out a main dish or stand out on their own.

They combine well with pork, Porcaro says, and he especially likes Red Bartlett pears for their heartiness and juiciness when ripe. They don't need a complicated preparation. In one application, he simply peels the pear, roasts it and serves it with cinnamon and sugar alongside pork chops. The mildness of pears doesn't overpower the dish, pears contain no acid, and it's something different and good for you, he says.

He developed one of his favorite pear recipes, Braised Bartlett Pear and Chicken Pastilla, for Pear Bureau Northwest, Milwaukie, Ore., and occasionally serves it for private functions at his restaurant. The savory pie, native to Morocco, usually contains shredded chicken, ground almonds and spices encased in phyllo dough and baked, then sprinkled with sugar and cinnamon. While Moroccans sometimes use apples, Porcaro added pears. "They bring out the flavor with chicken," he says.

The Braised Lamb Shank with Caramelized Pear and Shallots dish served at the Mediterranean restaurant Lauro Kitchen in Portland, Ore., was a group effort, says Jennifer Buehler, chef de cuisine. The ingredient combination is common in Arabic cuisine, and the dish is a tip of the hat to that part of the globe, she adds.

Some of the lamb shank braising liquid and sauce ingredients include grated ginger, saffron, cinnamon, black pepper, cayenne pepper, bay leaves, almonds, chicken stock and dried cranberries.

For service, couscous is mounded on a platter with the lamb shanks placed on top. The dish is garnished with pears that have been caramelized with shallots, all topped with parsley and served with plain yogurt on the side. "The pear really adds the pop that makes that dish sweet and savory," Buehler says.

She likens the flavor profile of cooked pears to honey—especially Bosc pears, which she believes hold up to heat the best. "The pear has such a unique flavor profile. It's not as tart as apples. They have a more-sweet, honey-like flavor," she says. "That's one thing that makes them so versatile to cook with."

Buehler thinks it's fun to find ways to include pears in dishes, and encourages other chefs to research the different varieties. "Go to a farmers market and pick up a few different kinds, and play around and see what you like best."

Jody Shee is a freelance writer and former magazine editor based in Olathe, Kan. She specializes in foodservice, with 20 years of editorial experience.

Pear Bureau Northwest

Braised Lamb Shank with Caramelized Pear and Shallots combines ingredients common in Arabic cuisine. The dish was created at Mediterranean restaurant Lauro Kitchen.

ZESPRI® Kiwifruit

PUSHING *the* Appetizer ENVELOPE

Just for fun—and profit—chefs create savory "lollipops," foie gras corn dogs, cotton-candy spring rolls and more.

By Karen Weisberg

Dante Boccuzzi plays on the lollipop theme with this tempura shrimp with kiwifruit confetti.

WHEN customers come to your venue for a drink, whether beer, wine or spirits, you have the perfect opportunity to show off a bit with your out-of-the-ordinary hors d'oeuvre or appetizers, small plates or starters, or whatever is small, affordable and yummy. That way, you'll probably entice them to stay—or at least to order another drink. In this economy, that sounds like a plan.

At Elway's at Cherry Creek in Denver, executive chef Tyler Wiard aims for "interactive appetizers" to liven up his menu beyond the traditional shrimp or lobster cocktails and crab cakes. "The idea," he says, "is to get a glass of wine, a cold beer and great conversation and camaraderie going at your table."

Lamb Chop Fondue ($16.50) does just that. It includes three Colorado lamb chops, or lamb "lollipops," cut individually from the lamb rack, seasoned with Elway's steak seasoning, then seared. "The runner brings out the lamb on a bed of brioche croutons and diced roasted sweet potatoes cut the same size as the croutons," Wiard says. "We set a small crock of green chili sauce atop a little tea light to keep the sauce warm. We provide small bamboo skewers so the guest can dip the croutons and roasted sweet potatoes, as well as the chops, in the sauce."

AWESOME TOWERS

Wiard's most over-the-top interactive appetizers are the Hot Appetizer Tower

Conversation and camaraderie are on the menu at Elway's when Tyler Wiard serves his "interactive appetizers," such as this cold-seafood tower with lobster, shrimp and oysters.

($39) and Cold Shellfish Tower ($49), each typically serving three guests. "For a group of seven the other night, I did one Hot Tower (featuring lamb fondue, calamari and coconut shrimp) and one Cold Tower (shrimp cocktail, lobster cocktail and oysters)," Wiard says. "The custom-made towers definitely keep the guests engaged with the food and with each other. It's certainly an out-of-the-ordinary presentation."

Playing on the lollipop theme, Dante Boccuzzi, executive chef/owner of Dante, Cleveland, offers his Tempura Shrimp Lollipop with Kiwi Fruit Confetti ($6) as a passed appetizer for a festive gathering. To prepare, he first whips up a dipping sauce of mayonnaise, sambal and lime juice, plus salt and pepper, to taste. Next, he splits shrimp tails, rolls them tight to form a pinwheel, then secures each with a 7- to 12-inch bamboo skewer to form a lollipop. "Then, we roll the skewered shrimp in 1 cup of tempura flour and shake off the excess. To a second cup of tempura flour, we add 1 cup of cornstarch and 1½ cups of ice water until the batter is slightly lumpy," Boccuzzi explains. "We dip the skewered shrimp in the batter, shake off the excess, and deep-fry in 350°F oil for a minute or two until it's crisp and golden. Finally, we top each shrimp with about a teaspoon of sambal mayo and peeled/diced kiwifruit."

Netsanet Alemayehu wows guests with these spicy drunken chicken drumettes, flavored with spices from her native Ethiopia, at Sheba Piano Lounge.

APPETIZER—OR DESSERT?

Boccuzzi offers his take on an appetizer that tastes like dessert—his Foie Gras Donuts. "I do this for parties as a passed hors d'oeuvre or plated," he says. "You'd get three of them, each about two inches in diameter ($6-$8 for the plate)."

So, it's like a jelly donut, but the filling is foie gras mousse plus rhubarb compote (a spring variation), or perhaps fig jam or even Concord grape jam—both fillings to be used are kept at the ready in separate piping bags. Immediately after frying the donuts, Boccuzzi rolls each one in sugar and spices, usually coriander, cinnamon, cloves and a bit of cardamom.

"I purchase the foie gras, marinate it with sweet wine (such as Muscado or brandy), sear it, purée the whole thing, then add whole butter to make it richer," he says. "The result is the foie gras mousse that goes into a piping bag. When it's needed for service, we'll fry the donut, roll in spices, fill with both fillings and serve it hot. You can't make them too big because it's just too rich," he warns.

If it's foie gras customers crave, then Peter Rudolph, executive chef at Madera at Rosewood Sand Hill, Menlo Park, Calif., has an equally out-of-the-ordinary offering: Foie Gras Corn Dogs. "It's one of the most fun things now," he says. "We're taking foie gras, cutting it into ½-inch rectangles, then marinating it 1-2 hours prior to putting sticks in and freezing it overnight."

Just before service, Rudolph and his staff dip the frozen-on-the-stick foie gras in a light cornmeal batter, fry, and top with a daub of *fruita di mostarda*. "It's so sweet and so tangy and a play on 'culture.' We just made it up," he says.

Rudolph notes his fondness for juxtaposing various clear-cut textures, and particularly enjoys working with avocado. "Avocado has a texture unto itself and a fatty/smooth mouthfeel, so it fits well with fluke and other seafood," he says.

His Tempura of Rock Shrimp with Shichimi, plus avocado, works well as a passed hors d'oeuvre, he points out. To prepare, Rudolph stacks small pieces of tempura rock shrimp with a cube of avocado, with three repeats per bamboo skewer. "It's comfortable, with its familiar ingredients, but instead of mayo, we've got avocado to provide that creamy texture," he says.

Seared fluke with avocado on the menu at Madera takes advantage of the fatty/smooth mouthfeel of avocado that Peter Rudolph says goes well with seafood.

ETHIOPIAN SPICES

Since Netsanet Alemayehu, chef/owner of Sheba Piano Lounge opened her restaurant in San Francisco some four years ago, the locals have discovered they can easily become addicted to her native Ethiopian spices. "Guests love our Drunken Chicken Drumettes (five or six pieces for $8.50)," she says. "We make them with a marinade of bourbon, honey, teriyaki glaze, tomato paste, Ranch dressing, olive oil, berbere, mitmita, flour, salt, black pepper and cardamom powder."

After the drumettes marinate overnight, Alemayehu bakes them at 350°F for an hour, basting with additional honey for a richer color. "A lot of people make chicken drumettes, but guests like the spiciness as well as the bourbon in our recipe—and spicy appetizers encourage them to order more beverages."

Vegetarian, meat or crab sambusas are currently her most popular appetizers or hors d'oeuvre. The vegetarian sambusas boast a filling of lentils, garlic, green onion and jalapeño, all sautéed and wrapped in a pastry shell shaped in a triangle, then deep-fried. She grinds the meat herself for the meat sambusas, adding red onion, green onion, habañero pepper, garlic, cardamom and Marsala wine prior to rolling the mixture in a pastry shell and deep-frying.

ESPRIT DE BRIE

Faced with the challenge of creating items to serve about 100 guests, buffet-style, and with a wheel of Brie on hand, Kevin Gin, executive chef/partner at Bridges Restaurant & Bar in Danville, Calif., cut out the center and wrapped the remaining whole donut-shaped wheel in phyllo, leaving the center open. He froze it for 15-20 minutes, baked it off in the oven, then placed it on a platter, filling the center with dried fruit and assorted nuts.

"I drizzled the phyllo with truffle honey—that is, an orange honey infused with truffle oil and truffle shavings—then set out plates along with baskets of fresh bread, crackers and toasted crostini to serve yourself," Gin says.

The center-of-the-wheel-of-Brie concept has become a plated appetizer and is regularly featured on the Bridges menu. Gin slices 2-ounce wedges from the center and wraps them in phyllo, bakes them off for about four minutes, to order, then adds a drizzle of truffle honey. Now, topped with a sprinkle of crushed nuts, they're ready to serve on rectangular plates with toasted brioche triangles, garnished with a brûléed poached pear or other fruit.

"The fruit is torched and the cheese is hot out of the oven," Gin explains. "As long as the cheese is kept cold beforehand, then heated to golden on the outside, it will be soft and pliable for spreading."

Using Brie as a passed hors d'oeuvre is a third iteration on the Brie theme. Gin cuts ½-ounce squares of Brie, then wraps each in phyllo that's been sprinkled with crushed nuts. (It's definitely labor-intensive, but worth it, he says.) Each morsel includes a layer of cheese out of the oven set on a round of brioche, with a drizzle of truffle honey on the Brie and a tiny sliver of brulée poached pear on top, with the honey serving as the tasty glue to keep the pear in place.

COTTON-CANDY COOL

Before taking his current position as executive chef at José Andrés Catering with Ridgewells, Bethesda, Md., Katsuya Fukushima was instrumental in opening the critically acclaimed minibar by José Andrés in Washington, D.C., as well as The Bazaar by José Andrés in Los Angeles (named *Esquire's* 2009 Best New Restaurant of the Year). In both venues, Fukushima played around with cotton candy as an hors d'oeuvre component, as in foie gras cotton candy.

Giving full credit for inspiration to Andrés and to Ferrán Adrià, head chef at El Bulli in Roses, Spain, Okinawa-born Fukushima has now created a Vietnamese Spring Roll with

Peanut Cotton Candy. "I took everything I love about fresh Vietnamese spring rolls, including the sweet/vinegary dipping sauce, and made it into an ode to a spring roll," he says.

Well aware that cotton candy melts with moisture, Fukushima cryovaced his fresh cucumber and carrots, cut to matchstick size, and marinated in pickling liquid. "Air pockets are removed in the cryovac machine, forcing the pickling liquid into the vegetables, so they don't sit in the liquid and become mushy," he explains.

Before service, he layers numerous stacks side-by-side, each stack comprised of shrimp chips, carrot and cucumber sticks, fresh basil and cilantro leaves, plus dry bean sprouts and dry radish sprouts, topped with crushed peanuts. At service, several assistants step in to help with spinning cotton candy and laying out handfuls of it (about 8½ x 11 inches) over each stack of ingredients.

"You carefully roll each stack, cocooned in cotton candy, into a rectangular shape, but keep it nice and light and ethereal," Fukushima says. "After wrapping, sprinkle roasted ground peanuts on top of the cotton candy—whatever sticks, sticks. In the mouth, it's a nice, light sweetness, then you bite down to the crunch of veggies, the shrimp chip, the basil, etc. It all comes together. It's a play on a spring roll—creative, tasty and it's fun."

The pickling liquid (used to marinate the carrots and cucumbers) incorporates fish sauce, lime juice, chilies, salt, etc., but not sugar, because the cotton candy provides the sweetness.

EGGS-TRAORDINARILY DEVILED

At The Saint Andrew's Golf Club in Hastings-On-Hudson, N.Y., members and guests—about 100 per day midweek, 200-300 each Thursday through Saturday—know they can count on executive chef/club manager Patrick Wilson, CEC, CCA, not to stuff them too full on oversized hors d'oeuvre during special receptions.

While his philosophy in preparing an array of mini morsels is "one bite, one swallow," it's hard to stop nibbling. Take, for example, his Deviled Egg with Barsac Jelly, Smoked Bay Scallop and Chili Threads. "We slice brioche bread about the size of a quarter, use a small pastry tip to pipe around the edge with deviled egg yolk (a mixture of mayo and Coleman's mustard), then pipe on Barsac jelly," Wilson says. "We set a small, smoked-in-house baby scallop on top of the jelly within the center of the egg yolk, adding a garnish of a few chili threads."

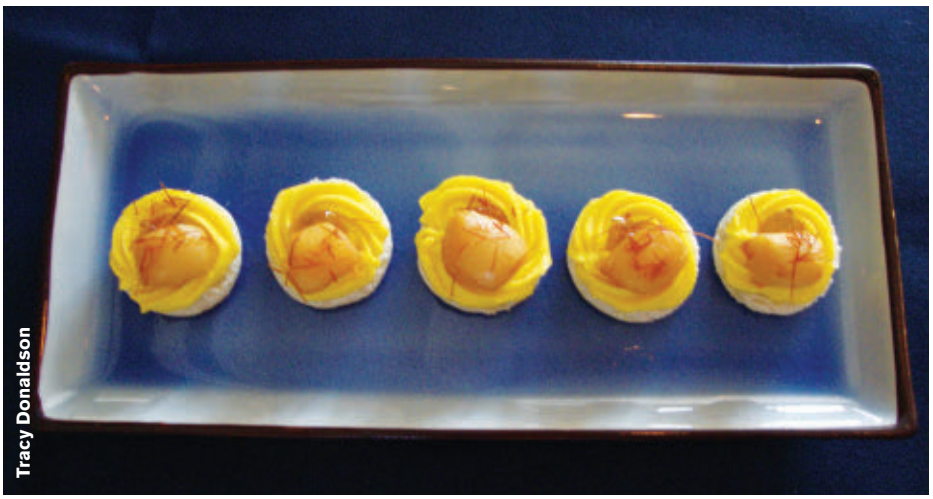
With the sweetness of the jelly, the saltiness of the brined-and-smoked scallop, plus some heat from the chili, it's perfect for a champagne reception, he says.

To add a bit of Indian spice to his hors d'oeuvre offering, Wilson purchases wafer-thin (about 1¼ inches in diameter) black pepper pappadams from a New York-based specialty store. "We fry them, then I make a rosette from smoked salmon," he says. "I pipe horseradish sour cream sauce into the center to hold the smoked salmon rosette to the pappadam."

Served cold, they can be assembled 20-30 minutes before service (to hold at room temperature) so the pappadam doesn't get soft.

"Again, it's 'one bite, one swallow,'" Wilson says. "But go ahead—take two. They're small."

New York-based award-winning journalist Karen Weisberg has covered the issues and luminaries of the food-and-beverage world—both commercial and noncommercial—for more than 25 years.



Tracy Donaldson

Here, Patrick Wilson's deviled eggs with Barsac jelly, smoked bay scallop and chili threads lives up to his appetizer philosophy of "one bite, one swallow," guaranteed to keep guests at The Saint Andrews Golf Club satisfied.

COOL-DOWN Treat

Ice cream desserts refresh patrons and heat up dessert menus.

By Melanie Wolkoff Wachsman

Michael Radasso

COOL, creamy and sweet—nothing says summer better than ice cream. A perennial favorite for children and adults alike, ice cream is simply sublime served in a cone or a pleasant surprise dressed up as a dessert component.

Consumers can't get enough of it, so much so that market research firm Mintel reported more than 90% of U.S. households consume ice cream and other frozen desserts. There's no reason not to include ice cream on dessert menus. For those chefs aspiring to go beyond the cone or cup, consider the following frozen ice cream dessert interpretations.

A HEALTHY PERSPECTIVE

"I'm most passionate about making ice cream. I love incorporating it as a dessert component," says James Distefano, executive pastry chef at Rouge Tomate, New York.

Salvatore Corea serves chilled peach purée with a cheese tart topped with beer ice cream and a sesame crisp.

However, Distefano faces an interesting conundrum: All dishes at Rouge Tomate must follow a nutritional charter called SPE®, which stands for *sanitas per escam* (health through food). According to the restaurant's Web site, the SPE approach revolves around three key elements: sourcing (selecting ingredients seasonally, locally and with a focus on nutritional characteristics); preparation (using specific cooking techniques that preserve the integrity and nutritional qualities of the ingredients); and enhancement (optimizing nutritional value by the synergy of product combination and menu diversity).

Distefano loves the challenge of incorporating tasty ingredients that also possess health benefits into desserts. First, he adjusted his ice cream base recipe by increasing the milk content and decreasing the heavy cream and sugar. He even decreased his use of egg yolks and instead added cornstarch. "The cornstarch gives the ice cream body and viscosity. You have to make sure you cook it out so your ice cream doesn't have a chalky taste," he advises.

With a new, more healthful ice cream in place, Distefano jazzes it up with the inclusion of orange blossom extract. Then he swirls a rhubarb/hibiscus sorbet made with dried hibiscus flowers and fresh rhubarb into the orange blossom ice cream. This becomes a layer in a terrine. He specifically chose rhubarb and hibiscus because of their health properties. Orange blossom ice cream, Distefano found, balances the sorbet's tartness. His fourth element, the pistachio chiffon cake that lines the terrine mold, is inspired by North African flavors.

For Distefano, a successful ice cream dessert isn't just about flavors and presentation. "Focus on searching out quality ingredients. It really does make a difference," he says. "You shouldn't get sticker shock over the cost of good-quality vanilla or using homogenized grass-fed milk."

FUN FLAVORS

Check out what ice cream flavors are being scooped and served across the country.

- At The Yorktowne Hotel, York, Pa., executive chef/director of food and beverage Mark Pawlowski's Ice Cream Tasting presents a sampling of housemade ice creams such as honeydew/Midori, gingered chocolate, blackberry/Chambord and peachy apricot.
- Andrew Copley's most popular ice cream flavor is basil, which he builds using fresh basil from the restaurant's herb garden. The executive chef/co-owner of Copley's on Palm Canyon, Palm Springs, Calif., serves the basil ice cream in a trio with cinnamon/hazelnut and Kona coffee ice cream.
- At Varga Bar, Philadelphia, executive chef Evan Turney surprises taste buds with his breakfast cereal ice creams, transforming favorites such as Cinnamon Toast Crunch, Cocoa Krispies and Fruity Pebbles. At Halloween, offerings included Boo Berry, FrankenBerry and Count Chocula.
- Jake Mickelson, pastry chef at Red Star Tavern, Portland, Ore., just added a red-velvet donut with cream cheese ice cream dessert to the menu.
- At Bice Ristorante, New York, chef Jose Liriano pairs carrot cake with sweet potato ice cream.
- Meghan Osman, pastry chef at BiNA osteria/alimentari, Boston, menus summer flavors such as carrot/ginger, sweet corn/blueberry, fig/goat cheese/walnut, chipotle cinnamon/dark chocolate and roasted banana/salted caramel.

ninjaphotos

Top right: Jake Mickelson's red-velvet donuts come with cream cheese ice cream. Bottom left: Mark Pawlowski's Ice Cream Tasting includes honeydew/Midori, blackberry/Chambord and peachy apricot flavors.

JUST ADD LARDO

Chef Max Bonacci of The Linkery, a farm-driven restaurant in San Diego, popularized the lardo ice cream sandwich. Housemade ice cream flavored with house-cured lardo from pastured Berkshire pork is sandwiched between a chocolate chip cookie made with stone-milled Taza organic Oaxacan-style chocolate. The sandwich is garnished with candied bacon and caramel sauce.

"It's definitely the most popular dessert at the Linkery—and the most photographed," says Bonacci. "Our regulars were excited to see a dish like this. They knew it would be done well and not just as a stunt."

Michael Radasso

Michael Radasso

Creative ice cream desserts at Alloro include this Sweet Caprese, mozzarella ice cream, basil sorbet and tomato coulis, left, and passion fruit panna cotta with popcorn ice cream and corn crisps.

Although Joel Cammett, sous chef at The Linkery, says it was a challenge to create a meat-based dessert that was fresh and unique while still making something that was executed well, the dessert is a success. He says this is thanks to the cured Berkshire pork fat, which enhances the ice cream with its extremely rich and nutty profile.

Bonacci adds that the quality the pork fat adds to the ice cream is like butter pecan, but with more depth and complexity. "And the candied bacon strip on top adds a little umami and salt, which makes everything more satisfying."

HAVE GOOD HUMOR

Salvatore Corea, chef/owner of Alloro, New York, is known for his creative ice cream desserts. Most recently, his dessert menu showcased Sweet Caprese (mozzarella ice cream, basil sorbet and tomato coulis), chilled peach purée with a cheese tart topped with beer ice cream and a sesame crisp, and passion fruit panna cotta with popcorn ice cream and corn crisps. "I'm always trying to find ways to make a dish that is traditionally sweet, savory, and vice versa," he says.

Some ideas came simply, such as beer ice cream. "We were kicking off the spring menu right before St. Patrick's Day, and I had beer on my mind," says Corea. To make the beer ice cream, he adds a Menabrea amber beer, the oldest Italian beer, to his ice cream base.

Passionate, in-love couples inspired his passion fruit panna cotta. "When I thought of passionate couples, somehow, eating popcorn at a movie came to mind," Corea says. To make popcorn ice cream, he adds organic popcorn to the vanilla ice cream base.

Corea admits that restaurant newcomers may be apprehensive about ordering his desserts, but regulars trust the extraordinary combinations. "We all have laughs and fun with it," he says.

CHILDHOOD MEMORIES GROW UP

Growing up in New Orleans, chef David Guas often visited ice cream shops, especially during the sweltering summer heat. Today, Guas may live in Washington, D.C., but traditions are hard to break. Ice cream still plays a role in his cooking life. The owner of Damgoodsweet Consulting Group, a boutique catering and consulting foodservice company, and author of *DamGoodSweet: Desserts to Satisfy Your Sweet Tooth, New Orleans Style* (Taunton Press, 2009) lets his childhood memories inspire his ice cream-focused desserts.

For example, cane syrup, which Guas refers to as "New Orleans maple syrup," is often incorporated into his ice cream base. The inverted sugar cuts down on the ice cream's crystallization during the freezing process, giving the product a smoother finish. Guas pairs cane syrup ice cream with desserts such as strawberry shortcake.

He further elevates his cane syrup ice cream with the infusion of cayenne chili powder. "I call the ice cream flavor 'cane and cayenne,'" he says. "It tastes sweet on the front, but then there's what I call a 'throat creeper' from the cayenne that keeps you curious enough to want to eat more."

Brandy milk punch ice cream takes a cue from the popular New Orleans Sunday brunch drink. "This is my way of incorporating a classic cocktail into dessert without being too cheeky," Guas says. "The ice cream really goes well with sweet desserts like sticky toffee pudding or sweet potato tarte Tatin, since the alcohol cuts the sweetness."

Doug Gates

Lardo Ice Cream Sandwich

Max Bonacci, Chef
The Linkery
San Diego

Yield: approximately 20 sandwiches

½ lb. lardo (cured fat back), cubed
3 qt. heavy cream (36-40%)
1 qt. whole milk
7 egg yolks
1½ cups + 15 oz. sugar
1 lb. unsalted butter, room temperature
15 oz. brown sugar
2 oz. salt
4 eggs, room temperature
1 T. vanilla extract
2 oz. water
1 lb. 10 oz. all-purpose flour,
½ oz. baking soda
1 lb. 4 oz. 61% chocolate, chunked (The Linkery refines its own to this percentage using custom-made cocoa liquor from Taza chocolate; can use good semisweet or bittersweet.)
12 oz. hazelnuts, lightly toasted, crushed
Candied Bacon (recipe follows)
Caramel sauce (for garnish, optional)

1) Whip lardo in food processor until creamy and white. Press through sieve or tamis to extract any bits of pork. Set aside. **2)** In medium saucepan, scald cream and milk. **3)** In bowl, whip egg yolks and 1½ cups sugar. **4)** Temper egg mixture with hot cream until fully combined; cook until mixture coats back of spoon (nappe), approximately 170°F. Immediately strain; set aside to cool. **5)** When mixture is tepid, whisk in whipped lardo. Cool completely. Freeze in ice cream machine according to manufacturer's instructions. **6)** In stand mixer with paddle attachment, blend butter, remaining sugar, brown sugar and salt just until smooth. Add eggs, vanilla and water; continue mixing until fully incorporated. Add flour and baking soda, a third at a time, until incorporated. Add chocolate and hazelnuts (do not over-mix). Chill until completely set. **7)** Scoop 1½-oz. balls onto parchment-lined sheet pans; press down slightly. Bake at 375°F for 8-9 minutes. Cool. **8)** To assemble: Invert 1 cookie on plate. Place 3 small scoops ice cream on cookie; top with second cookie. Garnish with candied bacon. Add caramel sauce, if desired.

Candied Bacon

4 oz. medium-thick-sliced bacon
2 cups sugar
½ cup water

Method: Cook bacon, rendering out most fat until just crispy. Pat dry to soak up excess fat. Set aside. Boil sugar and water until color of light honey. Remove from heat; cool 1-2 minutes, until bubbles have subsided. Quickly dip bacon in sugar; place on Silpat-lined pan to cool.

DRINKABLE DESSERT

As a child, Spike Mendelsohn, chef/owner of Good Stuff Eatery, Washington D.C., and author of *The Good Stuff Cookbook: Burgers, fries, shakes, wedges, and more* (John Wiley & Sons, 2010), admits he was not into cakes or pies but always had a soft spot for really good milkshakes. Today, Mendelsohn builds many of his favorite childhood flavors into shakes.

Charred marshmallows, vanilla ice cream, sour cream and whole milk blend together into a s'more shake. "Since day one, this has been one of our signature shakes," Mendelsohn says.

A PB&J shake combines vanilla ice cream, peanut butter, Concord grape jelly, whole milk and crushed peanut butter cookies. "I loved peanut butter and jelly sandwiches growing up," Mendelsohn says. "I wanted to reach deep into how creative I could go with a shake."

No matter how you freeze it, ice cream desserts continue to conjure up old memories and invent new ones.

Melanie Wolkoff Wachsman is a freelance writer based in Louisville, Ky., and a former editor of Chef *and* Chef Educator Today.

RINGING *the* CHANGES *with* Beef

The menu of possibilities is vast with this multipurpose protein in the kitchen.

By Kay Orde

WHO doesn't like beef—in one or another of its many and varied forms. Chefs have long crafted center-of-the-plate items, some as simple as a perfectly grilled steak, for the enjoyment of their guests. Here, chefs have employed the grill or cast-iron skillet, then moved beyond to add just the right accompaniments to make a beef dish something special.

Churrasco a la Cubana with Grilled Mushroom Escabèche

Guillermo Pernot, Chef
Cuba Libre Restaurant & Rum Bar
Philadelphia

Yield: 24 servings

For each serving:

8 oz. skirt steak
8 oz. Roasted Garlic Mashed Potatoes (recipe follows)
2 oz. Parsley/Lemon/Onion Sauce (recipe follows)
1 bunch watercress (small handful)
1 oz. Grilled Mushroom Escabèche (recipe follows)

Per serving: Grill steak to appropriate temperature; rest. Plate roasted garlic mashed potatoes; arrange steak on top. Sauce steak with parsley/lemon/onion sauce. Arrange watercress and grilled mushroom escabèche on plate.

ROASTED GARLIC MASHED POTATOES

Yield: 24 (8 oz.) portions

12 lbs. Yukon gold potatoes, peeled, quartered
2 cups heavy cream, warm
12 oz. unsalted butter, diced

Isaac Harrell

3 oz. roasted garlic, puréed
Salt, to taste

Method: Add potatoes to salted water in large pot. Bring to a boil; reduce to a simmer, cooking until potatoes are done. Strain; transfer potatoes to stand mixer with paddle attachment. Add cream, butter and garlic; mix until smooth. Add salt, to taste.

PARSLEY/LEMON/ONION SAUCE

Yield: 24 (2 oz.) portions

3 cups veal demi glace
8 oz. fresh lemon juice, strained through chinois
2 T. cornstarch
¼ cup water
2 T. + 4 t. salt
1½ lbs. white onions, small dice
1 cup olive oil
4 t. minced garlic
6 oz. unsalted butter
Salt and pepper, as needed
¾ cup chopped Italian parsley

Method: For lemon demi sauce, combine demi glace and lemon juice in medium pot. Reduce briefly and slowly, skimming as needed to remove film that forms on surface. Mix cornstarch and water. Slowly add 2 T. salt and cornstarch mixture to demi sauce, whisking; cook until thickens. Season, to taste. For onion sofrito, combine onions, olive oil, garlic and remaining salt in saucepan; cook on low heat until onions are semisoft and translucent (do not brown). Cool. In small saucepan, bring lemon demi sauce to a simmer; reduce briefly. Add onion sofrito. Remove from heat; mount with butter. Season with salt and pepper; stir in parsley.

GRILLED MUSHROOM ESCABÈCHE

Yield: 24 (1 oz.) portions

6 lbs. medium button mushrooms, stemmed
3 lbs. crimini mushrooms, sliced laterally
18 oz. shiitake mushrooms, stemmed, wide julienne
Oil and salt, as needed
6 oz. red onion, julienne
¼ cup minced garlic
9 oz. red wine vinegar
9 oz. balsamic vinegar
6 oz. lime juice
9 oz. orange juice
9 oz. olive oil
¾ cup granulated sugar
¾ cup chopped Italian parsley
2 T. chopped fresh rosemary
6 T. salt

Method: Toss each mushroom variety in a separate bowl; season with oil and salt. Spread mushrooms on roasting racks; grill in batches. Transfer grilled mushrooms to bowl. Mix onion, garlic, vinegars, juices, olive oil, sugar, parsley, rosemary and salt; pour over warm mushrooms. Mix gently until mushrooms are well-coated. (For maximum flavor, marinate 24-36 hours before serving.)

Seared Cumin-Dusted Sirloin

Jeffrey Baird, Chef/Owner
Avenue 805
Richmond, Va.

Yield: 1 serving

1 T. cumin powder
Pinch of salt
Pinch of pepper
10 oz. sirloin steak
1 T. olive oil blend
Salsa (recipe follows)
Crème Fraîche (recipe follows)
Micro greens, for garnish

1) Combine cumin powder, salt and pepper in small ramekin; mix. Lightly dust both sides of sirloin; let sit 10 minutes. **2)** Heat cast-iron skillet on high. Once skillet has reached temperature, pour in olive oil blend; swirl to coat bottom of skillet. After oil is heated (about 30 seconds), place steak in skillet. Cook steak to desired temperature. (If medium temperature is desired, finishing steak in oven will keep crust from charring.) Let steak rest for 5 minutes before serving. **3)** Slice steak on bias; fan over starch of choice. Top with 2 T. salsa; drizzle with crème fraîche. Garnish with micro greens.

SALSA

3 ripe Roma tomatoes, finely diced
¼ cup red onion, finely diced
1 T. finely diced jalapeño
2 t. minced garlic
Freshly squeezed juice from 2 limes
1 t. finely minced fresh cilantro
¼ cup fire-roasted red or yellow peppers
Salt and pepper, to taste

Method: Two hours before service, combine tomato, onion, jalapeño, garlic, lime juice, cilantro, peppers and salt and pepper. Refrigerate.

CRÈME FRAÎCHE

1 cup heavy cream
1 T. buttermilk or juice from 1 freshly squeezed lemon

Method: In airtight container, combine cream and buttermilk or lemon juice; mix. Seal container; let sit at room temperature for 24 hours. Use or refrigerate.

Applewood-Roasted Brandt Beef Cheeks with Macaroni and Cheese and Otis Street Steak Sauce

Jay Murray, Executive Chef
Grill 23
Boston

Yield: 4 servings

4 (approx. 8 oz. each) whole-muscle Brandt Beef cheeks, completely denuded
1 T. cider vinegar
Spice Rub (recipe follows)
Macaroni and Cheese (recipe follows)
Otis Street Steak Sauce (recipe follows)

Method: Prepare smoker or gas grill for applewood smoking between 200°F and 225°F. Briefly massage beef cheeks with cider vinegar. Coat cheeks completely with thin, even layer of spice rub. Place on wire rack set in roasting pan; place roasting pan in smoker or grill (maintain low heat). Cook to internal temperature of 191°F, about 5 hours, adding more wood, as necessary, and basting occasionally with juices that accumulate in pan. Serve immediately over macaroni and cheese with steak sauce on the side.

SPICE RUB

1 t. coriander seed
1 t. mixed peppercorns
½ t. black cumin
½ t. cumin seed
½ t. celery seed
8 allspice berries
1 star anise pod
½ cup sel gris or other coarse sea salt
½ cup brown sugar
¼ cup sweet smoked paprika
1 T. dry mustard

Method: In dry pan, toast coriander seed, peppercorns, black cumin, cumin seed, celery seed, allspice and anise until fragrant, about 30 seconds. Grind in spice grinder or coffee grinder. Combine with salt, sugar, paprika and mustard.

MACARONI AND CHEESE

1 T. extra virgin olive oil
2 oz. high-quality smoked bacon, cut into lardoons
2 T. flour
¼ cup white wine
1 pint heavy cream, hot
¼ lb. aged Vermont cheddar
¼ lb. Parmigiano-Reggiano
¼ cup crumbled Stilton or other blue cheese
Salt and pepper, to taste
4 cups cooked pasta (al dente), lumachine or conchigliette

Method: Over low-medium heat, render bacon lardoons in olive oil until crispy. Remove bacon; reserve. Add flour to olive oil/bacon fat mixture; whisk thoroughly to combine. Cook, whisking often, for 5 minutes. Add wine all at once, whisking constantly for 1 minute. Add hot cream; whisk to thoroughly combine all ingredients. Add cheeses, one at a time, stirring after each addition until fully incorporated. Season to taste with salt and pepper. Fold cooked pasta and reserved bacon into cheese mixture; heat through. Taste; adjust with salt and pepper.

OTIS STREET STEAK SAUCE

1 onion, sliced
4 garlic cloves
½ lb. unsalted butter
1 T. kosher salt
2 t. dry mustard
2 t. smoked paprika
2 t. black pepper
½ t. ground cloves
2 T. tomato paste
18 oz. beef broth
16 oz. dark corn syrup
8 oz. red wine vinegar
8 oz. red wine
2 T. molasses

Method: Sweat onions and garlic in butter until translucent. Add salt, mustard, paprika, pepper and cloves. Cook 3 minutes. Add tomato paste; cook 3 minutes. Add broth, corn syrup, vinegar, wine and molasses; bring to a slow simmer. Cook over low heat; reduce by a third.

WINNING customers with WINE

Increased sales can result from creative wine promotions.

By Suzanne Hall

WHEN the going gets tough, the smart get smarter. They also keep an eye on the future. In a still-troubled economic climate, this advice is especially helpful in terms of wine sales. When your customers are thinking and rethinking their spending patterns, it may be time to let the wine value you offer be a drawing card to your establishment. Effective wine promotions can bring new customers in and entice old customers to return again and again.

Whether he's promoting wine, food or ambience, John Elkhay, owner/culinary maestro of Chow Fun Food Group, which owns and operates several restaurants in Providence, R.I., looks not at the current sale, but the ones down the road. "I have a long-term plan with customers," Elkhay says. "I'm not looking to get rich off one purchase. I want them to support me for 10 years."

That is a philosophy Ronn Wiegand, master of wine/master sommelier/wine consultant/publisher of "Restaurant Wine" (restaurantwine.com), Napa, Calif., recommends restaurateurs apply to their wine programs. "It's a war out there. It's not about making money. It's about giving customers what they want to buy, lowering inventory and getting people in the seats," Wiegand says. "What worked five years ago doesn't necessarily work today."

MAKE YOUR WINE LIST WORK

There are different types of wine promotions, but they all start with what's in-house. Your wine list should reflect your restaurant just as your menu does. But keep in mind, Wiegand advises, quantity does not equal quality. You should

Dan Kerrigan holds regular Wine Wednesdays at Chiara Bistro that allow the restaurant to show off some of its lesser-known wines

pay as much attention to the consistency in quality of your wines as of your food.

When planning the wine list for the Bristol Bar & Grille, with five locations in the greater Louisville, Ky., area, Scott Harper, master sommelier/wine director/partner, looks to offer a variety of regions and prices while keeping in mind the restaurants' food. "Our menu is mainly Spanish, French and Italian. These regions are the main focus of our wines, as well," Harper explains.

The list varies in price from $15 to $60 per bottle, which is in line with entrée prices that range from about $7 to $22. Harper also maintains a reserve list for customers who want to indulge a bit. Arranged by grape varieties, he says the wine list is a selling tool. "We put it in everyone's hand, since it's right on the back of the menu," he says.

At Chiara Bistro in Westwood, Mass., where Dan Kerrigan is general manager/beverage director, the 75-bottle wine list ranges in price from $28 to $250, with the average bottle coming in at about $55. The presence of half bottles on his list is a good marketing tool. "I wish I could get more of them," he says. "They're great for people who only want a glass or two. It's cheaper to buy house wine by the glass, but the half bottles are higher-quality wines."

To introduce guests to his list, Kerrigan holds regular Wine Wednesdays. From 6 p.m. to 8 p.m., people come in and taste the wines featured that evening. There is no charge, and the tasting provides the restaurant with an opportunity to show off some of its lesser-known wines. Most people enjoy the tasting, then stay for dinner. (Note: Free wine tastings are illegal in some locations.)

Lesser-known wines are the norm at the Chow Fun Food Group's restaurants. Elkhay tastes them all before they go on the venues' wine lists, and he travels regularly in search of boutique wines. He also buys wines to lay down for aging, and when it's time to sell them, he adds his standard markup only.

"That way, guests can get an older wine at a good price," he says. "Personally selected wines and good prices are good business. You can let a distributor create a list for you, but it may be brand-oriented, a vanilla list that everyone else in town has. I use our lists to set us apart from the competition."

BY THE GLASS

"By volume and value, more than 50% of wine sold in restaurants is by the glass today. In casual restaurants and chains, that percentage goes to 60-80%," Wiegand says.

It's no wonder, then, that smart operators are paying attention to their by-the-glass wine program. At Bristol Bar & Grille units, Harper menus about 35 wines by the glass. "Often, after trying a glass, customers will order a bottle," he notes.

Kerrigan sees good sales in his eight to nine by-the-glass selections at Chiara Bistro, and says he'd like to add more.

A by-the-glass program is essential in today's marketplace for several reasons. It allows guests to have what they want, regardless of what their dining companions are drinking. It provides customers with an opportunity to try something new or expensive without investing a lot of money. And, it sells wines, even the high-end ones that may be languishing in your cellar. In many instances, it may be the only way you can sell those wines.

When done properly, it also can set your restaurant apart from others. "Make it exciting," Wiegand says. "Have a wine

of the day. Make it a bargain wine by the glass, something you've bought at a discount. Customers appreciate that. Give them a deal and they will remember and talk about your restaurant."

As an alternative to or in addition to selling wine by the glass, offering flights of wine is a good marketing technique and can add to customers' enjoyment by allowing them to do a food-and-wine pairing at their table. Instead of offering a six-ounce glass of one wine, offer two-ounce pours of three predetermined wines or flights.

"Then customers can decide which of the wines they prefer with the dish they are eating," says Albert Schmid, CEC, CCE, CCA, chef-instructor at Sullivan University's National Center for Hospitality Studies and program director of the university's new online associate of science degree in beverage management.

Wine promotions—tastings, by-the-glass, flights and special offers—coupled with a knowledgeable wait staff can help draw diners to your venue.

Featuring a particular wine or group of wines as a special is another good promotion. Some restaurants put together a half-price wine list one night a week. Others may have a wine-of-the-week or a wine-of-the-month promotion. These can be brought to the attention of guests via table tents. "But I prefer to see informed wait staff do that job," Schmid says.

GET SERVERS INTO THE ACT

Your wait staff is your front line when it comes to pleasing customers and promoting your food and wine. Just as they need to be familiar with each dish on the menu, they need to have a good understanding of the wines on your list.

"We have our servers taste wines regularly—we want them to have an idea of what wines go well with which foods," Harper says. "That way, they are able to recommend a wine with every entrée and can adjust with an alternate wine if the customer indicates a preference for, say, a white instead of a red."

Schmid suggests that whenever possible, servers have a chance to meet the winemakers who come to town. "It's a plus for the customer when the servers can say they know the winemaker," he says.

A good way to engage servers in promoting wine is to run contests for them, with the winner receiving one or more bottles of wine or some other prize. Sometimes, local distributors will help out with incentives.

"We run separate contests for bartenders and servers," Harper explains. "They get their names in a hat for every 50 glasses of wine sold. Bottle sales are counted as multiple glasses. Flights are counted for a separate competition."

At Chiara Bistro, the person with the highest sales for the night gets his or her name in a drawing.

While traditional print advertising may be used to advertise wine promotions, most restaurateurs today rely on the Internet to get the word out. Social media, e-blasts, Web sites and e-mail newsletters are good ways to create excitement about your promotions.

And, whatever wine promotions you run, keep your customers' comfort level in mind. Elkhay says, "It's good to make a big deal when a customer orders a really special bottle of wine. But customers should never be made to feel stupid or bad about a wine selection."

Suzanne Hall has been writing about chefs, restaurants, food and wine from her home in Soddy Daisy, Tenn., for more than 25 years.

A TOAST

. . . to the outstanding contributors of the culinary world and beyond.

Bulford-Frazier

Raquel Bulford-Frazier, MS, RD, CC, chief of nutrition and food services, Miami Veteran Administration Healthcare System/West Palm Beach Veteran Administration Medical Center, Miami, a member of ACF Chicago Chefs of Cuisine Inc., was elected in April to serve as a director on the Association for Healthcare Foodservice's board of directors.

Chesser

Jerald Chesser, Ed.D., CEC, CCE, AAC, professor, The Collins College of Hospitality Management at California State Polytechnic University, Pomona, Calif., a member of ACF Southern California Inland Empire Chefs & Cooks Association, received the Research Chefs Association's Lifetime Achievement Award at its annual conference in Phoenix in March.

Holliday

Darryl Holliday, graduate assistant, Louisiana State University, Baton Rouge, La., a member of The ACF of Greater Baton Rouge, and **Shane Zimmerman, CC,** a student at the University of Nebraska—Lincoln, Lincoln, Neb., a member of ACF Chefs de Cuisine Society of Oregon, received Research Chefs Foundation 2010 scholarships at the Research Chefs Association's annual conference in Phoenix in March. Holliday received the 2010 Bill "Pops" Hahne Memorial Fund Scholarship, in addition to receiving a President's Award and recognition for his Culinology poster in the innovative concept by a student member category, and Zimmerman received a 2010 Higher Education Scholarship.

Zimmerman

Busby

Keith Ferris/The Culinary Institute of America at Greystone

Adam Busby, CMC, director of education, The Culinary Institute of America at Greystone, St. Helena, Calif., a member of ACF National Chapter, earned recognition for "The Preservation of Artisan Flavor Profiles in Feta Cheese," a Culinology poster presentation at the Research Chefs Association's (RCA) annual conference in Phoenix in March. Busby won in the scientific research by a professional member category.

Hall

Robert Hall, CEC, executive chef at the University of Central Arkansas (UCA), Conway, Ark., a member of ACF Central Arkansas Chapter, was technical advisor and culinary coach for Frank Romeo, lead actor in "Table at Luigi's," UCA's first feature-length narrative film, which will be shown at the Sundance Film Festival, Toronto International Film Festival and other venues across the country. Hall and the cast celebrated the film's premier in Conway April 12.

Ryan

L. Timothy Ryan, CMC, AAC, president, The Culinary Institute of America, Hyde Park, N.Y., a member of Mid Hudson Culinary Association, will deliver the keynote address at the 2010 Center for the Advancement of Foodservice Education (CAFÉ) Leadership Conference June 25-27 at Baltimore International College, Baltimore.

NCR WANTS TO HEAR FROM YOU

Have you or a colleague recently received an award or promotion? Send your news and high-resolution headshot to ncr@acfchefs.net.

Lauser

James Lauser, CEC, executive chef/ice sculptor, Hilton Wilmington/ Christiana—Brandywine Valley's Country Estate, Newark, Del., was named 2009 Chapter Chef of the Year for ACF First State Chefs Association at the chapter's President's Ball held at Deerfield Golf & Tennis Club, Newark, Del., Jan. 17.

Minnich

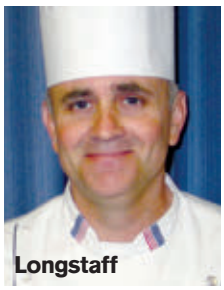
Eric Minnich, a student at Johnson & Wales University, Providence, R.I., was a member of the school's team that won the Research Chefs Association's (RCA) Student Culinology Competition at the 2010 RCA Conference and Culinology® Expo in Phoenix in March. The team took home first place and $5,000 for its Southwestern Black & Blue meal.

Mitchell

Jeffrey Mitchell, CEC, executive chef, Micieli's Catering, Oneida, N.Y., a member of the Western Kentucky Cooks & Chefs Association—ACF, was named Chapter Chef of the Year at the chapter's monthly meeting at the Artisan Kitchen, Paducah, Ky., Dec. 12, 2009.

McGreal

Michael McGreal, CEC, CCE, department chair of culinary arts/hospitality management at Joliet Junior College, Joliet, Ill., a member of ACF Louis Joliet Chapter, received a 2010 National Institute for Staff and Organizational Development (NISOD) Excellence Award at NISOD's 32nd annual International Conference on Teaching and Leadership Excellence held in Austin, Texas, May 30-June 2.


Longstaff

Chief Warrant Officer 4 (CW4) David Longstaff, CEC, AAC, United States Army Central (USARCENT) food advisor, a member of Old Dominion ACF Chapter, was recently promoted to CW5.

Rother

Paul Rother, CEC, CCE, culinary instructor, Capital Region BOCES Career and Technical School, Albany N.Y., was named ACF Capital District—Central New York's 2009 Instructor of the Year during the chapter's annual awards dinner held at Panza's Restaurant, Saratoga Springs, N.Y., Feb. 21.

Purnomo

Widjiono "Yono" Purnomo, CEC, owner/chef, Yono's Restaurant, Albany, N.Y., a member of ACF Capital District—Central New York, was one of three chefs to receive an American Dream Award from the National Restaurant Association (NRA) and PepsiCo Foodservice at the NRA's 2010 Faces of Diversity Awards ceremony during its 2010 Public Affairs Conference in Washington, D.C., April 14-16. **Klaus Tenbergen, CEPC, CMB,** Culinology® program director and assistant professor, California State University, Fresno, Calif., board member of The ACF Chefs Association of San Joaquin Valley, and **Amporn Vasquez,** head chef, Pizza by Elizabeths, Wilmington, Del., a member of ACF First State Chefs Association, were also nominated for the American Dream Award.

Tenbergen

Vasquez

CORRECTION

Murat Day, CEC, WCC, AAC, is culinary arts/management instructor at The International Culinary School at The Art Institute of California—San Diego, not San Francisco, as was stated in the May 2010 issue.

NEW JERSEY CHEFS SERVE THOSE WHO SERVE

Members of ACF Professional Chefs Association of South Jersey rallied in March to feed National Guard troops being deployed to Iraq and Afghanistan. First, chefs spent two days serving lunch and dinner to the troops at their unit in Northfield, N.J. Then, March 21, chefs, volunteers and troops' families and friends gathered at William Davies Middle School, Mays Landing, N.J., for a farewell event for the troops. About 500 people attended, including New Jersey Sen. Jim Whelan. "We wanted to give them a great farewell event and wish them a safe return home," says Willie Lewis, chapter president.

LONG ISLAND CHAPTER COOKS FOR A CAUSE

Student volunteers from Wilson Technological Center, Dix Hills, N.Y., were among volunteers at the 7th annual fundraiser for The Morgan Center, March 26.

Members of ACF Long Island Chapter and its Chef & Child Foundation participated in the 7th annual fundraiser for The Morgan Center, Brightwaters, N.Y., at the Southward Ho Country Club, Bay Shore, N.Y., March 26. Thirteen students from the culinary-arts program at Wilson Technological Center, Dix Hills, N.Y., assisted chefs and Long Island restaurants to make the event a success. Money raised was donated to the center, which provides preschool-age children who have cancer with an opportunity to learn and socialize in a safe environment.

The junior culinary team from Anne Arundel Community College, Arnold, Md., defended its title of Chesapeake Culinary Cup champion in April after a competition at the school. Pictured are, left to right: Wes Tise, Drew Parassio and Samantha Elmore, team members; Elena Clement, CEPC, judge; Chris Willis and Chris Galankis, team members; Gunther Heiland, CMPC, AAC, and Curtis Eargle, CEC, AAC, judges; Shawn Harlan, CEC, CHE, coach; and Robert Meitzer, CEC, AAC, judge.

IN MEMORIAM

We mourn the passing of our fellow culinarians, who meant so much to the industry and to the American Culinary Federation.

Velda P. Noel
ACF Mountain Empire Culinary Association

John M. Jeffery Sr.
ACF National Chapter

Geneva J. Allard
ACF Chicago Chefs of Cuisine Inc.

Robert G. Werth, CEC, CCE, AAC
ACF Western North Carolina Culinary Association

Gary D. Kipp
Massachusetts Culinary Association

In March, 2010 Miss America Caressa Cameron visited children at Carilion Clinic, Roanoke, Va., and enjoyed a meal prepared by John "Jack" Harteis, CEC, executive chef at the clinic and a member of ACF Southwestern Virginia Chapter. Pictured, left to right: Abe Dolce, Harteis, Cameron, Russell Hawkins and Melissa Martin.

FIRST EDIBLE BOOK CONTEST A SUCCESS

Left: Jeffrey Downs' award-winning cake in the culinary student division was inspired by *Necks Out for Adventure!* (Candlewick Press, 2008), by Timothy Basil Ering. Right: Steven Weiss, ACF Quad State Appalachian Valley Professional Chefs president, left, and Former White House pastry chef Roland Mesnier at the Edible Book Contest, Martinsburg, W.Va., April 17.

Several members of ACF Quad State Appalachian Valley Professional Chefs participated in the Edible Book Contest at the 2010 West Virginia Book Faire, held at Blue Ridge Community and Technical College, Martinsburg, W.Va., April 17. Steven Weiss, chapter president, coordinated and hosted the event. Students, chefs and the community entered the contest and created an edible piece of art inspired by a book, play, poem or other literary work. Former White House pastry chef Roland Mesnier served as a guest judge, along with chapter members Michael Mahr, CEC, Kevin Scott and Wolfgang Vomend. Proceeds from the event go to a scholarship fund for students enrolled in Blue Ridge Community and Technical College's culinary program. Jeffrey Downs, a student-culinarian member of the chapter, won in the culinary student division for his cake, which was inspired by *Necks Out for Adventure!* (Candlewick Press, 2008), by Timothy Basil Ering.

ACF MEMBERS HONORED WITH FENI MEDALLIONS

ACF chefs received Medallions of Excellence from the Chicago-based Foodservice Educators Network International (FENI) at its 13th annual FENI Summit in Chicago in February. Medallions were awarded to the following chef-educators for enhancing the quality of culinary education and attributing to the summit's success:

- **Christopher Koetke, CEC, CCE,** dean of The School of Culinary Arts, Kendall College, Chicago; ACF Windy City Professional Culinarians Inc.
- **Jacquy Pfeiffer,** academic dean for student affairs/co-founder, The French Pastry School, Chicago; ACF Windy City Professional Culinarians Inc.
- **Linda Rosner, CEC,** culinary-arts director, Lexington College, Chicago; ACF Windy City Professional Culinarians Inc.
- **Fritz Sonnenschmidt, CMC, AAC, HOF,** culinary dean emeritus, The Culinary Institute of America, Hyde Park, N.Y.; Mid Hudson Culinary Association
- **Candy Wallace,** founder/executive director, American Personal & Private Chef Association, San Diego; ACF National Chapter

KAUFMANN RECEIVES 2010 AAC CHAIR'S MEDAL

Every year, the American Academy of Chefs Chair's Medal is bestowed on one Academy Fellow who has demonstrated exemplary dedication and made outstanding contributions to the culinary profession. This individual has also maintained the highest standards and ideals of the Academy and has significantly and positively worked to ensure excellence among future culinarians. It is the highest honor an Academy Fellow can receive.

This year's recipient, John Kaufmann, CEC, AAC, a retired chef-owner, is well-deserving of this honor. He actively volunteers his time as co-founder and president of the Chicago Culinary Museum and Chefs Hall of Fame, is chair of Les Amis d'Escoffier Society of Chicago and is the professional liaisons committee chair for the American Academy of Chefs. He also volunteers in the U.S. Navy's Capt. Edward F. Ney Memorial Awards for Outstanding Food Service program. His charitable activities include establishing the Charlie Trotter scholarship fund and chairing numerous fundraisers.

Honor Society of the
American Culinary Federation

Kaufmann has chaired more than 100 committees and has been president and a life member of several organizations, including the International Food Service Executives Association and Les Amis d'Escoffier Society of Chicago. He has received several ACF President's Medallions and, in 2002, the ACF Chef Professionalism Award and the AAC Chef Good Taste Award.

SEND US YOUR NEWS

Do you want to see your chapter featured in an upcoming issue of *The National Culinary Review*? Send news of your recent chapter events and happenings, along with a photo/caption, to ncr@acfchefs.net.

SELECT DIGITAL NCR TO BE ENTERED IN DRAWING FOR 2011 ACF NATIONAL CONVENTION PRIZE PACKAGE

To show appreciation for ACF members who choose digital NCR, ACF will enter them in a drawing to win a 2011 ACF National Convention prize package. One lucky winner will receive two full convention registrations, airfare for two and a five-night stay (July 22-26) at the Gaylord Texan, Dallas. Members who have opted in to receive digital NCR by July 26 will automatically be entered in the drawing. The drawing will take place during General Session at the 2010 ACF National Convention. You do not need to be present to win; however, if the winner is present at the time of the drawing, he or she will receive $200 cash. The 2011 ACF National Convention takes place at the Gaylord Texan July 23-26. The prize package is nontransferable.

ACF 2010 Southeast Region Award Winners

Congratulations to the following winners from the 2010 ACF Southeast Regional Conference held at the Sheraton Birmingham, Birmingham, Ala., April 24-26. The recipients will compete for national titles against their winning regional counterparts at the 2010 ACF National Convention in Anaheim, Calif., Aug. 2-5.

Chef of the Year

Sponsored by Unilever Foodsolutions

Jonn Nishiyama
Garde Manger Chef
Cherokee Town and Country Club
Atlanta
ACF Greater Atlanta Chapter Inc.

Pastry Chef of the Year

Sponsored by Splenda®

Andreas Proisl
Executive Pastry Chef
Isleworth Country Club
Windermere, Fla.
ACF Central Florida Chapter

Chef Educator of the Year

Kenneth "Ken" Bourgoin, CEC
Chef-Instructor
Valencia Community College
Orlando, Fla.
ACF Central Florida Chapter

Hermann G. Rusch Chef's Achievement Award

Donald McMillan, CEC, AAC
Chef-Instructor
The Stocked Pot Cooking School
Winston Salem, N.C.
ACF Triad Chapter NC

Chef Professionalism Award

Sponsored by Minor's®

Michael Rosen, CEC
Executive Chef
The Speedway Club at Charlotte Motor Speedway
Concord, N.C.
ACF Inc. Charlotte Chapter

Student Chef of the Year

Sponsored by Custom Culinary, Inc.

Daniel Gorman
Line Cook
Cherokee Town and Country Club
Atlanta
ACF National Chapter

Baron H. Galand Culinary Knowledge Bowl

Sponsored by American Technical Publishers

Lincoln Culinary Institute
ACF Palm Beach County Chefs Association
Hitesh Arora, CC, CPC, Andrew Croney, CPC, Glendon David, Francois Leonce and Jami Yaccarino; Steve Sitnick, coach

Student Team Regional Championship

Sponsored by R.L. Schreiber, Inc.

ACF Chefs of the Low Country
Savannah Technical College
Valarie Barnes, Zebulon Berry, Elizabeth Estes, Alexander Jabr and Kevin Jump; Jean Vendeville, CEPC, coach

The award recipients listed below were recognized for their outstanding contributions and goodwill.

Chapter of the Year

ACF Inc. Charlotte Chapter

Chapter Achievement Awards

ACF Central Florida Chapter
ACF Greater Atlanta Chapter Inc.
ACF Inc. Charlotte Chapter
ACF Tampa Bay Culinary Association Inc.
ACF Triad Chapter NC

Taste SUCCESS
2010 ACF EVENTS SERIES

ACF President's Medallions

Anthony Lauri, CEC, AAC, executive chef, University of Miami, Coral Gables, Fla.; ACF Greater Miami Chapter Epicurean Club

Philip Lloyd, CEC, executive chef, Country Club of Salisbury, Salisbury, N.C.; ACF Inc. Charlotte Chapter

Roger Newell, CEC, CCE, CCA, culinary-arts instructor, Technical Education Center Osceola, Kissimmee, Fla.; ACF Central Florida Chapter

David Pantone, CEC, CEPC, CCE, AAC, dean of culinary education, Lincoln Culinary Institute, West Palm Beach, Fla.; ACF Palm Beach County Chefs Association

Cutting Edge Awards

Chief Warrant Officer 4 Robert Sparks, CEPC, food advisor, U.S. Army, Fort Lee, Va.; Old Dominion ACF Chapter

ACF Greater Atlanta Chapter Inc.

ACF Tampa Bay Culinary Association Inc.

Joseph Amendola Outstanding Member Award

Jeffrey Rotz, CEC, CCE, AAC
Culinary Educator
Eustis High School
Eustis, Fla.
ACF Gulf to Lakes Chefs & Cooks Association Inc.

AMERICAN ACADEMY OF CHEFS

The American Academy of Chefs gave a $1,000 grant to the Southeast Region Student Team Regional Champion, **ACF Chefs of the Low Country/Savannah Technical College,** to assist the team with expenses to travel to the national competition at the 2010 ACF National Convention in Anaheim, Calif., Aug. 2-5.

A Tale of Passion and Involvement

By Kay Orde

Masi

In a culinary career that spans more than 50 years, Noble Masi, CEPC, CMB, AAC, HOF, is perhaps best known as a teacher and mentor to generations of students at The Culinary Institute of America (CIA) in Hyde Park, N.Y. But it wasn't always a given that Masi, who grew up in the bustling environment of his family's bakery in New York, would embrace cooking as his life's work. "Living on the outskirts of LaGuardia Airport, I often thought of a career as a pilot," he says.

Then the family bakery, Buzzeo's, expanded to two locations and also opened a catering facility. So Masi, who turns 72 this month, attended Food & Maritime Trades High School in New York, where he took culinary and butchery classes to support the catering business. He went on to do additional training at several New York culinary schools and restaurants before entering the job market, and would spend the next several years working summers as an executive chef in Lake George, N.Y., and winters as a baker and pastry chef in Florida.

As idyllic as that sounds, a different kind of culinary career beckoned. "After several years of working at resorts, I was ready to stay in New York, so I went back to Food & Maritime Trades High School and applied for a teaching position," Masi says. "I passed the license exam and was hired in 1963."

The move to education was right for Masi, and it would allow him to contribute in meaningful ways to the professional organizations to which he belonged. He joined ACF unofficially while attending high school, and in 1960, he joined the New York City ACF chapter, and in 1962, ACF Long Island Chapter. He later founded the Mid Hudson Culinary Association, where he is still a member. He is a member of Retail Bakers Association (RBA) and the Honorable Order of the Golden Toque.

"My goal was to share my knowledge and dreams with my colleagues, and I found that by joining these professional groups as an active member, I was fertilizing my own career and mentoring others," he says.

The 1965 ACF National Convention was held in conjunction with the National Restaurant Association (NRA) Restaurant Hotel-Motel Show in Chicago, and in his role as ACF Education Director, Masi represented the organization at a banquet. There, he met CIA President Jacob Rosenthal, who invited him to visit the school. That summer, while working in Lake George, he met Paul Spitler, chairman of the board.

"He convinced me to leave the high school and start a career at the CIA," Masi says. "I continue to enjoy a relationship with the CIA that has lasted 45 years—36 years in teaching and administration and the balance as an Ambassador, a Heritage Professor and, now, as an Emissary. These positions have allowed me to support ACF, RBA, SkillsUSA and NRA educational programs."

Remaining involved is important to Masi. "I have gained a network of professional colleagues, educators and apprentices from all 50 states and 36 countries who have shared their knowledge, skills, dreams and hospitality with me," he says. In return, Masi has participated in a slew of professional activities, including as administrator of the first five certified master chef exams at the CIA. He has served on ACF's accreditation and apprenticeship committees and acted as a liaison between ACF and the RBA. He is the author of *Baking Fundamentals* (Prentice Hall, 2006). Masi also served two terms as ACF national treasurer.

He has seen profound changes during his more than a half-century in the business, but closest to his heart is the fate of many small retail bakeries that have been replaced by large chains. That trend, he says, could well challenge today's students. "The stronger the chains get, the harder it will be to get training by working. It means you have to get your training at a school or in an apprenticeship program. It means you have to work extremely hard to take your education and convert it to a professional level."

Masi advises young culinarians to get involved in their chosen profession. "Start work as early as possible in foodservice, read trade magazines and books, visit supermarkets and evaluate the quality of produce, and study the meat, poultry and fish area. Cook at home as often as possible and visit restaurants as your budget allows. And when you enroll for postsecondary education, check out the dollars spent on the educational market basket and the number of educators and their years of experience. The guiding principal for success is a solid foundation of fundamentals."

And, he wants to see young people get involved in professional organizations. "ACF offers networking, education, camaraderie and mentorship," Masi says. "Young culinarians must be active participants and make a long-term commitment to the organization. ACF is the moisture, fertilizer and sunshine to grow their dreams and goals."

As for Masi's dreams and goals, many of them have been realized, but that doesn't mean he's easing up on his involvement in foodservice. Today, while he enjoys retirement in Plymouth, Mass., he's still at the forefront of culinary matters. "My passion," he says, "is to take the farmer's bounty to the table for nourishment and enjoyment by families, friends and colleagues, and, by the proper application of a cooking or baking principal, create wholesome natural foods enjoyed with good bread and wine."

Chan

Marketing Your ACF Certification

By Wendy Chan

In the not-too-distant past, accomplished chefs were revered for what they did in the kitchen. As guests found their senses teased and pleased by an unforgettable meal, they wanted to express their gratitude to the chef. A chef's good name was created by consistently delivering excellent food and experiences, and reputation was built through word-of-mouth.

Today, chefs have grown much larger than life. They are adored by fans. Some wield influence greater than that of the politicians and movie stars they regularly feed, thanks, in part, to the media.

"Iron Chef America" and "Top Chef" are popular television programs appealing to a broad audience, young and old, and more chefs—from Eric Ripert to Anthony Bourdain—are hosting their own cooking and travel shows. Americans now drop names of chefs as easily as those of professional athletes and rock stars.

You can find faces of "chefs" on a variety of products, from frozen foods to cookware. These days, it is not uncommon to find chefs represented by talent agencies as they seek cookbook deals, television gigs and endorsement contracts. There are numerous public relations firms specializing in promoting chefs and their restaurants. Chefs have become brands.

As a marketing professional, I advise clients on recruiting chefs to help sell products and teach marketing to small-business owners. I can easily list the value of marketing. It is imperative culinary professionals remember that the most important piece in the marketing mix is "product," or the expertise you are known for. It is far more important for one to really "get the chops" before worrying about getting on "Chopped" on the Food Network.

My best advice is to build your career through a solid and legitimate path of gaining experience and credentials such as ACF certification. Here are some suggestions on how to market the important initials you have earned:

- Include your certification on your business cards, chef jackets, e-mail signature, etc. Follow the ACF Designation Usage Guidelines at www.acfchefs.org/download/documents/certify/certification/policy_procedure_use.pdf. Promote the use of the registration mark (®) or trademark (™), which adds credibility to your certification.
- Include certification on menus and advertisements for your establishment.
- Ask your marketing/PR department to update the Web site and collateral, and develop a communications campaign to leverage your certification.
- Is your restaurant or establishment featured in the online ACF Certified Chef Dining Guide at www.acfchefs.org/Source/dining/showlist.cfm? (Some restrictions apply.)
- Send a press release to your local newspaper/media and take the opportunity to highlight your certification journey. ACF sends press releases at time of initial certification, but if you have a recertification and/or lifetime certification, the media may be interested. ACF has templates to assist you in these efforts.
- If you are tech-savvy, consider using social media to reflect your new status, e.g., Facebook, or create your own Web site or blog and include your certification journey as part of the content.
- Volunteer to be a culinary expert for your local media outlets. Food is a hot topic, and including a certified chef's comments brings credibility to a reporter's story.
- Do something with your certification. Mentor a young culinarian, as this will actually enhance the level of respect people will have for you and your professional standing.

Show off the feather in your cap, but if your focus is getting on TV instead of paying attention to mise en place, you risk becoming a meteor, fading as quickly as you appeared. In the entertainment industry, only a few have found enduring fame and fortune. Spend time honing your craft, and success will follow.

Wendy Chan, president of Definity Marketing, New York, is chair of the Certification Commission Marketing Subcommittee.

ACF CERTIFICATION COMMISSION

Get to know your Marketing Subcommittee:

- Chair, Wendy Chan, president, Definity Marketing, New York
- Theresa Hopkins, executive director, The Italian Culinary Foundation, New York
- Milford Prewitt, foodservice journalist/editor, Brooklyn, N.Y.
- Jeanette Scarcella, culinary relations/program officer, Johnson & Wales University, Providence, R.I.
- Nick Versteeg, producer/director, DV Cuisine, Duncan, British Columbia, Canada
- Benjamin Whitmore, CEC, executive chef/food and beverage director, Bridge View Center, Ottumwa, Iowa

2010 National Pastry Committee

Trevethan

Dear ACF Members,

The American Culinary Federation's National Pastry Committee is leading the American pastry field with a goal of education, training, certification, competition-development and availability as a resource for ACF members nationwide.

MISSION STATEMENT

The ACF National Pastry Committee was formed to serve as a catalyst for bringing new light to the baking and pastry industry. The mission is to support and develop the student, pastry cook and professional pastry chef by providing enrichment, educational opportunities and structured local and national recognition. The committee strives to reflect the highest ethical standards in maintaining relationships with members, providers and the public.

PURPOSE STATEMENT

The National Pastry Committee is a team of professional pastry chefs who seek to advance, advocate and assist like-minded individuals to establish a firmly rooted and professional assembly of pastry chefs. The outcomes of this association of professional pastry chefs are:

- Providing enrichment and networking activities
- Presenting educational and professional-development opportunities
- Producing greater visibility for the pastry chef and his/her achievements
- Promoting mentoring relationships and recognition of achievements
- Preserving the highest ethical standards and the collective wisdom of our predecessors

With the guidance of ACF National President Michael Ty, CEC, AAC, and with ongoing communication among pastry committee members, the National Pastry Committee will only become stronger as we elevate the level of understanding and awareness of the committee as a resource to all members.

With chairs and co-chairs throughout the U.S., the National Pastry Committee is at your service.

Thank you.

Thomas Trevethan, CEPC, chair,
ACF National Pastry Committee

Thomas Trevethan, CEPC, pastry chef at Paris Las Vegas, and **Chris Hanmer,** pastry chef-instructor at The School of Pastry Design, Las Vegas, will conduct hands-on workshops on sugar pulling and rolled fondant, respectively, at the 2010 ACF National Convention in Anaheim, Calif., Aug. 2-5.

Pastry Chef Completes Team

By Kay Orde

ACF Culinary Team USA has finalized the ACF Culinary National Team USA roster with the addition of a pastry chef. R. Andrew "Andy" Chlebana II, CEPC, CCA, pastry chef at White Eagle Golf Club, Naperville, Ill., and an assistant professor at Joliet Junior College, Joliet, Ill., was named to the team in late April following pastry tryouts at Grand Rapids Community College, Grand Rapids, Mich. Chlebana, who was 2008 ACF Pastry Chef of the Year, is a member of ACF Louis Joliet Chapter.

Chlebana joins the following Culinary Team USA members, who were named to the team following hot-food tryouts at Elgin Community College, Elgin, Ill., earlier in the month: Timothy Bucci, CEC, CCE, CHE; Anthony "Ben" Grupe; Joseph Leonardi, CEC; Timothy Prefontaine, CEC; J. Kevin Storm, CEC, CCA, AAC; and Eddie Tancredi.

"Now that we have our full complement of team members, we are ready to move ahead with preparations to compete at the Culinary World Cup in Luxembourg in November," says Steve Jilleba, CMC, CCE, AAC, ACF Culinary Team USA manager. "The next several months will be extremely busy for us as we work not only on honing our cooking skills but on coming together as a team that can truly present the best of U.S. cuisine to the world."

In addition to Jilleba, a team of advisors and coaches will be on hand as team members train for the Culinary World Cup and the 2012 *Internationale Kochkunst Ausstellung* (IKA), or "culinary Olympics," in Erfurt, Germany. They all have extensive experience with ACF Culinary Team USA, and bring to the new team a wealth of knowledge about cooking and competing internationally. Advisors to the team are Ferdinand Metz, CMC, WGMC, AAC, HOF, and Keith Keogh, CEC, AAC. Coaches are: Darrin Aoyama, CEPC; Joachim Buchner, CMC; Charles Carroll, CEC, AAC; Patricia Nash; Gilles Renusson; Richard Rosendale, CEC; and Daniel Scannell, CMC.

"Working with these knowledgeable, talented advisors and coaches is a huge bonus for team members," Jilleba says. "We will go into these competitions knowing that we have not only put the best team in place, but we have given them the support they need to represent the U.S. superbly on the global stage.

Timothy Bucci, CEC, CCE, CHE
Chef/Professor
Joliet Junior College, Joliet, Ill.
ACF Louis Joliet Chapter

Timothy Prefontaine, CEC
Executive Chef
The Fort Worth Club, Fort Worth, Texas
ACF National Chapter

R. Andrew "Andy" Chlebana II, CEPC, CCA
Pastry Chef
White Eagle Golf Club, Naperville, Ill.
ACF Louis Joliet Chapter

J. Kevin Storm, CEC, CCA, AAC
Executive Chef
Bellerive Country Club, St. Louis
Chefs de Cuisine Association of St. Louis Inc.

Anthony "Ben" Grupe
Sous Chef
St. Louis Country Club, St. Louis
Chefs de Cuisine Association of St. Louis Inc.

Eddie Tancredi
Sous Chef
New Albany Country Club, New Albany, Ohio
ACF Columbus Chapter

Joseph Leonardi, CEC
Executive Chef
Somerset Club, Boston
ACF Rhode Island Chapter

ACF Culinary Team USA

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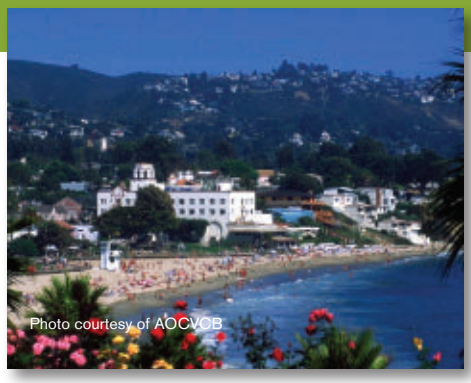

Educational Opportunities Abound

More ACF educational programs have been added to the outstanding lineup of seminars and demonstrations that will be offered at this year's convention. Visit www.acfchefs.org for the most up-to-date information, including schedules, presenters and seminar topics.

Sustainability on the Mind

Rick Moonen, an advocate for sustainable fishing and seafood will host a sustainable seafood seminar, sponsored by Custom Culinary, Inc. in partnership with Monterey Bay Aquarium's Seafood Watch Program. Moonen is creator/executive chef at Rick Moonen's RM Seafood at Mandalay Bay Resort & Casino, Las Vegas. He is one of the culinary industry's leading voices on the dangers of overfishing and ocean conservation. He is a founding member of the Seafood Choices Alliance, a member of the Wildlife Conservation Society and SeaWeb and a chefs advisory board member of Ecofish.

Trevethan

Durkin

Pastry Arts in the Spotlight

Sunday, Aug. 1, hands-on workshops will include rolled fondant with Chris Hanmer, pastry chef-instructor at The School of Pastry Design, Las Vegas, and sugar pulling with Thomas Trevethan, CEPC, pastry chef at Paris Las Vegas. Wednesday, Aug. 4, Chad Durkin, executive pastry chef at Desserts International, LLC, Exton, Pa., presents a pastry session sponsored by Splenda®.

Nutritional Cooking

Rylander

Registered dietician Julie Rylander will host "Fiber: Benefits for Consumers, Challenges for Chefs" in partnership with the Chef & Child Foundation. She is a dietitian for the Joint Culinary Training Directorate at the U.S. Army Joint Culinary Center of Excellence, Ft. Lee, Va., where she is an instructor. Rylander is a major in the U.S. Army and has been on active duty for 12 years.

www.acfchefs.org

REGISTRATION DEADLINE: JUNE 18!

REGISTER ONLINE AT WWW.ACFCHEFS.ORG

Photo courtesy of John Mairs/Anaheim/Orange County Visitor & Convention Bureau

ACF 2010 NATIONAL CONVENTION

August 2-5 | Anaheim Marriott

TRADE SHOW AUGUST 3 & 4 | ANAHEIM CONVENTION CENTER

From the Kitchen to the Community: Chef & Child Foundation Service Day

SHAREOUR STRENGTH NO KID HUNGRY

Come to the 2010 national convention early and support the Chef & Child Foundation (CCF) as we spearhead our first national service day Saturday, July 31, for low income families in Anaheim. Start the day with a welcome reception at the Marriott, then head out with your fellow chefs to conduct nutrition demonstrations and educational activities in the local community. This project is in partnership with Share Our Strength, a national organization that aims to end childhood hunger in America. Volunteer for CCF and help make a difference. Contact mwhitfield@acfchefs.net for more information.

Chapter Leadership Training

Chapter presidents earn continuing education hours (CEHs) at this important training session.

CMCs Take the Stage

Several certified master chefs will take the demonstration stage for a 90-minute cooking demo sponsored by McCormick Spices.

Just for Students

Students, young culinarians and apprentices won't want to miss this year's Johnson & Wales University Student Forum, "Tasting Success: Where Am I Going, What Am I Doing and How Am I Going to Get There?" Wednesday, Aug. 4, Charles Carroll, CEC, AAC, executive chef at River Oaks Country Club, Houston, and author of *Leadership Lessons from a Chef: Finding Time to Be Great* (John Wiley & Sons, 2007), will discuss the road to success and offer tips for making the right career decisions.

Carroll

Trends

Guests can choose from dozens of demonstrations and seminars throughout the convention that focus on the latest ingredients, equipment and culinary trends. In one, Dan Drayer, executive chef for Talk of the Town Restaurant Group, a privately owned, Orlando, Fla.-based company with 10 restaurants across central Florida, hosts a seafood and steak cooking demonstration.

Trade Show

Taste and see the latest trends and products at the trade show Aug. 3-4. Root for the 2010 regional champions as they compete for national titles: Baron H. Galand Culinary Knowledge Bowl, Chef Educator of the Year, Pastry Chef of the Year, Student Chef of the Year, Student Team Regional Championship and U.S.A.'s Chef of the Year™.

Photo courtesy of AOCVCB

REGISTRATION DEADLINE: JUNE 18!

REGISTER ONLINE AT WWW.ACFCHEFS.ORG

1st Annual Chefs Golf Classic

Join us as the Academy hosts its First Annual Chefs Golf Classic, Monday, Aug. 2, at the beautiful Anaheim Hills. For only $50 for ACF members and $150 for nonmembers, you get round-trip transportation from the Anaheim Marriott, continental breakfast, boxed lunch, range balls, golf cart (GPS equipped) AND a special Academy gift bag! There will be limited club rental available at $15 per person.

This is a great way to start the ACF National Convention. Register today to secure your spot! Download the form at www.acfchefs.org and mail with payment to the Academy national office by July 1.

For more information, contact Michelle Whitfield at (904) 484-0202 or Paul O'Toole at (610) 248-4790.

— Harry Hoffstadt, CEC, AAC, HOF, Golf Classic honorary chairman

AAC National Convention Schedule

- **Sunday, August 1** — AAC Board Meeting
- **Monday, August 2** — AAC Golf Classic | Spouses event to "The Price Is Right" | Fellows Meeting
- **Tuesday, August 3** — AAC Dinner and Induction Ceremony
- **Wednesday, August 4** — Spouses Brunch

Photo courtesy of AOCVCB

Tuesday, August 3

Reception starts at 7 p.m. • $140 — seating is limited

Tickets are on sale now;
call (904) 484-0202 for more information.

Your ACF Membership is more valuable than ever!

ANNOUNCING THE 2010 NATIONAL CONVENTION REGISTRATION REWARDS PROGRAM FOR ACF MEMBERS

Members in good standing can take advantage of these outstanding registration discounts.

BEST DEAL—Registration Rewards Rate!

ACF Members who stay a minimum of four nights at the Anaheim Marriott earn big savings with the purchase of a **FULL REGISTRATION** before June 18.

- $450 for culinarian, professional culinarian and allied/associate members—a savings of $249 off the regular rate!
- $425 for seniors, juniors and students—a savings of $174 off the regular rate!

Early Registration Discount!

Purchase a **FULL REGISTRATION** before June 18 and enjoy the following Early Registration Discounts:

- $575 for culinarian, professional culinarian and allied/associate members—a savings of $124 off the regular rate!
- $525 for seniors, juniors and students—a savings of $74 off the regular rate!

Member Discount!

After June 18 a full registration will be:

- $699 for culinarian, professional culinarian and allied/associate members
- $599 for seniors, juniors and students

Register online today via the national convention section of the events Web page at www.acfchefs.org.

Single-day program badges and other a la carte options are available. Check the ACF Web site, or call ACF Events Management at (800) 624-9458 for more information.

Check Out the Anaheim Marriott

ACF attendees receive a discounted rate of $139 per night plus tax. Reservations must be made before July 9 to receive this discounted rate.

Book your room online through the national convention page of the ACF Web site, www.acfchefs.org, or call (800) 266-9432.
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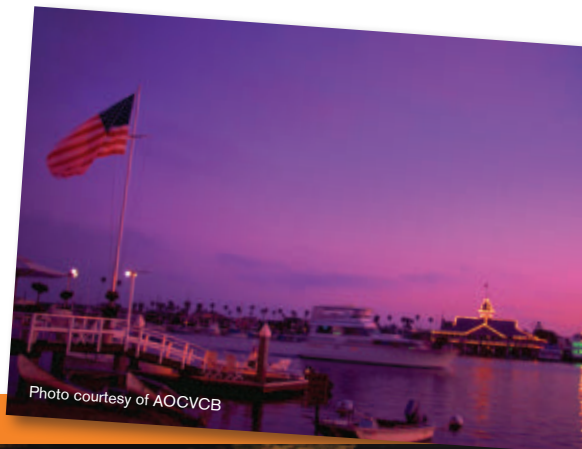

2010 ACF NATIONAL CONVENTION

Aug. 2 – 5 | Anaheim Marriott | Anaheim, CA

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Register online at www.acfchefs.org or mail or fax this form to: American Culinary Federation, 180 Center Place Way, St. Augustine, FL 32095, (F): 904.825.4758 • (P): 800.624.9458

Please complete one form for each person attending. Spouses pay the same rate as member. ❑ Check here if you are a member's spouse.

Name _____ Membership # _____

Home Address _____ City _____ State _____ Zip _____

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Employer _____ Position/Title _____

Work Address _____ City _____ State _____ Zip _____

Work e-mail* _____ Work phone _____

*** If provided, you may receive e-mail notices of products and special offers from ACF sponsors and exhibitors.**

Badges and tickets must be picked up on-site at the preregistration desk. For special services, call ACF Events Management at (800) 624-9458 or e-mail events@acfchefs.net.

MEMBER STATUS	REWARDS RATE* (Before 6/18)	EARLY (Before 6/18)	REGULAR
Culinarian/Professional Culinarian	❑ $450	❑ $575	❑ $699
Junior/Student Culinarian	❑ $425	❑ $525	❑ $599
Senior	❑ $425	❑ $525	❑ $599
Allied/Associate/Culinary Enthusiast	❑ $450	❑ $575	❑ $699
Non-ACF Member	N/A	❑ $699	❑ $799

FULL REGISTRATION PACKAGE** includes select meal functions and badge for entrance to convention programming and trade show. To receive a discount, registration with payment must be postmarked prior to 6/18. Preregistration closes 7/16, and tickets must then be purchased on-site.

**Rates are for convention registration only. Room rates are separate.

* To be eligible for the Rewards Rate, attendee must be an ACF member in good standing, purchase a full registration before June 18, 2010 and stay a minimum of four nights at the Anaheim Marriott. Check Web site for details.

A LA CARTE REGISTRATION OPTIONS

❑ **1-Day Program Badge—Education Only** ❑ Mon. ❑ Tues.* ❑ Wed.* ❑ Thurs. #_____ x $65 = _____
Access to seminars and demos (**excludes** career development refreshers); no meals included. *Includes one Trade Show pass.

❑ **1-Day Program Badge With Meals** ❑ Mon. ❑ Tues.* ❑ Wed.* #_____ x $95 = _____
Access to seminars and demos (**excludes** career development refreshers) **plus** meal functions. *Includes one Trade Show pass.

❑ **Thursday Program Badge With Meals** #_____ x $125 = _____
Access to seminars and demos **plus** General Session; **includes** Breakfast and Chef Professionalism Lunch.

❑ **Thursday Program Badge—All Access** #_____ x $250 = _____
Access to seminars and demos, General Session, meal functions, **plus** the President's Grand Ball.

❑ **Ice Breaker Reception** (8/1) ❑ **Theme Party** (8/2) #_____ x $85 = _____

❑ **President's Grand Ball** (8/5) #_____ x $140 = _____
❑ Kids (12 years or younger) #_____ x $95 = _____

❑ **Johnson & Wales University Student Forum** (8/4) ❑ ACF Member ($35) ❑ Student Nonmember ($50) #_____ x $____ = _____

Professional Development Program

❑ **Educator Development Series** (8/1, $75 ea.) ❑ Session 1 ❑ Session 2 #_____ x $75 = _____

❑ **Career Development Series**
❑ Nutrition (8/2) ❑ Management (8/3) #_____ x $75 = _____
❑ Sanitation with ServSafe Exam (8/4) #_____ x $100 = _____
❑ Certification Written Test — CSC only (8/3) #_____ x $75 = _____

❑ **Accreditation Workshop (7/31)** #_____ x $125 = _____

❑ **Hands-on Workshops:** (8/1) ❑ Member w/Full Registration ($25 each) ❑ Without Full Registration or Nonmember ($75 each) #_____ x $____ = _____

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Refund Policy: Cancellations must be in writing and postmarked before 6/30/10 for full refund less a $50 processing fee. No refunds available after 6/30/10.

REGISTER ONLINE AT WWW.ACFCHEFS.ORG

CHICKEN Tyson® Red Label™ products from Tyson Food Service are a line of value-added chicken items made with 100% chicken breast meat in various forms, flavors and sizes. Available breaded and non-breaded. For more information, call (800) 248-9766 or visit www.TysonRedLabel.com.

RECIPE CARDS The American Egg Board has released a set of recipe cards that feature egg recipes for breakfast, lunch and dinner. Recipes include: Ciao Ciabatta Sandwich, Roasted Vegetable & Egg Wrap, M. Henry's Fried Egg Sandwich and Cheese & Bacon Scramble in Mini-Pitas. For a complimentary copy, contact aeb@aeb.org or (847) 296-7043, or visit www.aeb.org.

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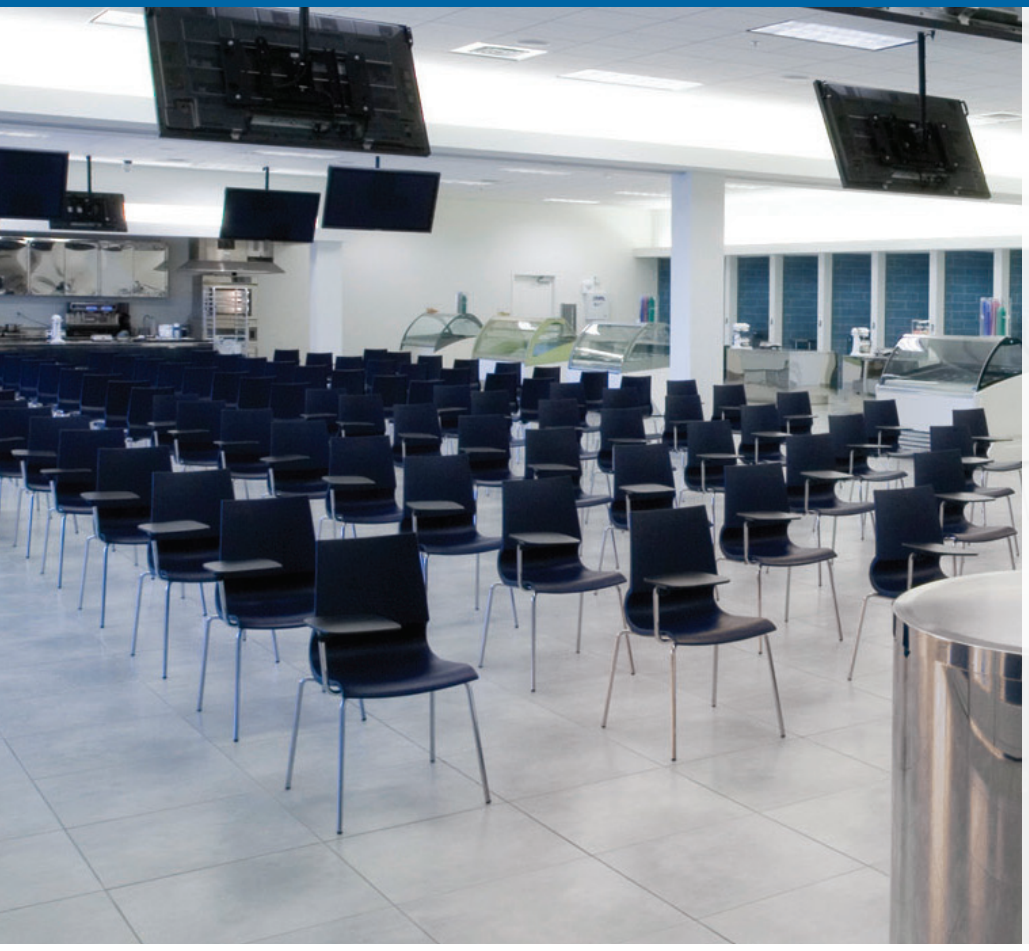

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